

FORMERLY THE SPICE MILL

COFFEE & TEA INDUSTRIES *and The Flavor Field*

82nd YEAR

FEBRUARY, 1959

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COFFEE BROKERS
AND AGENTS

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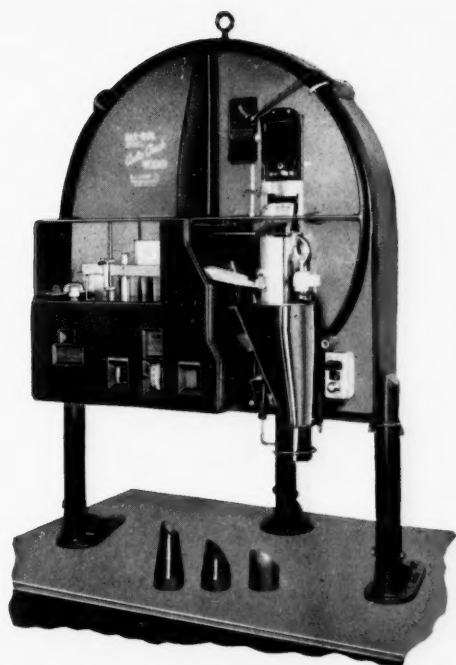
The full flavor and aroma locked by nature within each Colombian coffee bean must be preserved during the processing which follows picking. After depulping, the beans are soaked in concrete tanks, then washed in continually changing water, and finally spread on sunny patios where they are constantly raked to insure uniform drying. Next, milling machines remove the parchment to reveal the beans, which are graded, hand-picked and inspected by specialists. As a result only the finest coffee leaves Colombian shores, so that merchants, grocers and housewives everywhere agree that coffee from Colombia is the best in the world.

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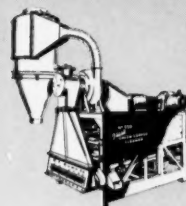
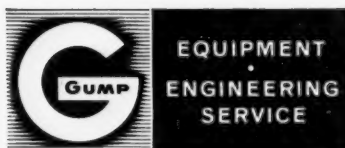
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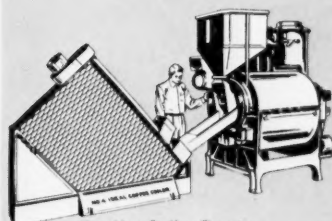
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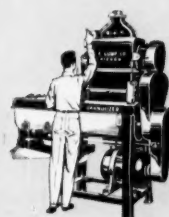
FEBRUARY, 1959



Ideal Green Coffee Cleaners



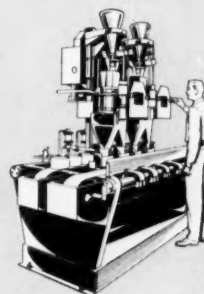
Ray-Nox Coffee Roasters and Ideal Coolers



Gump Coffee Granulizers

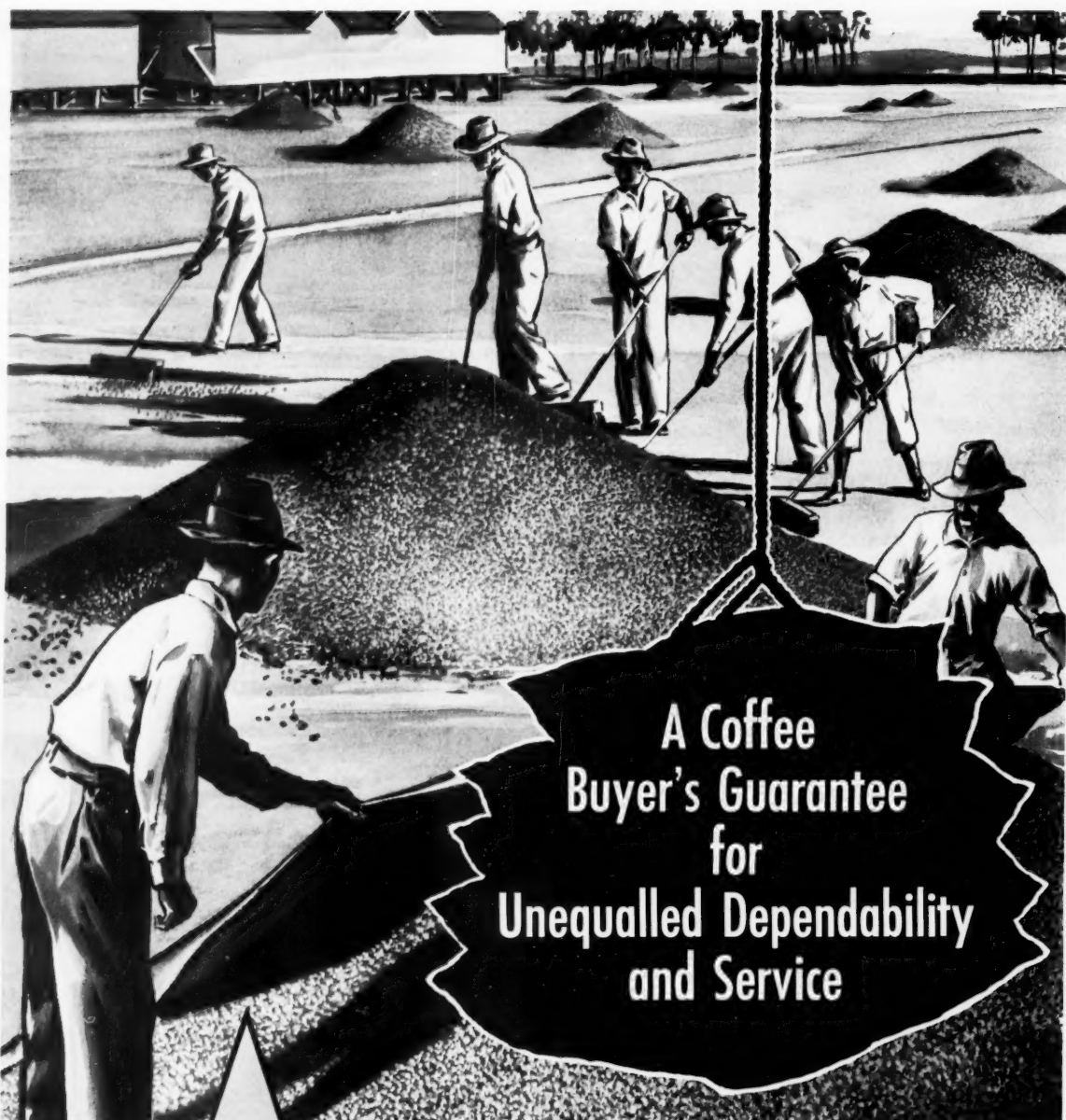


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PARANAGUA
and principal coffee producing
countries throughout the world

IMPORTANT NEWS ABOUT "ADVANCES IN COFFEE PRODUCTION TECHNOLOGY"

Here is news of significance to everyone in coffee. "Advances in Coffee Production Technology" will be available in book form.

This is the material in the special November, 1958, issue of *Coffee & Tea Industries* (formerly *The Spice Mill*) which immediately became one of the most widely sought after publications to appear in this industry.

"Advances in Coffee Production Technology" is a worldwide summary of coffee research. It outlines existing knowledge and shows the direction of efforts to extend that knowledge. Top coffee scientists cooperated in preparing the material and consider it an important working tool.

For coffee growers, shippers, their organizations and governments, the book puts between two covers material affecting many immediate and long range aspects of coffee growing.

For importers and roasters in consuming countries, "Advances in Coffee Production Technology" holds clues to the future of the product on which their business is based.

For libraries and research organizations, it is an important source of information on a vital commodity.

"Advances in Coffee Production Technology" will be a 96-page book, 9" x 12". Publication date will be about mid-April, 1959. Price will be \$3.00 per copy.

In response to advance word, requests for copies of the book have already been received. Pre-publication orders simplify the reprinting process. We are therefore making the book available at a special pre-publication price of \$2.50. This price is good only to April 1.

The coupon below can be used to place your pre-publication order.
Simply remit \$2.50 per copy, with coupon, by April 1.

Use this coupon to order
your pre-publication copies
of "Advances in Coffee
Production Technology"

(Good only to April 1, 1959)

FEBRUARY, 1959

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Biological control of insect pests in coffee

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Conclusions

COFFEE & TEA INDUSTRIES (formerly The Spice Mill)
106 Water Street, New York 5, N. Y.

Attached find \$_____ for _____ copies of "Advances
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COFFEE & TEA INDUSTRIES and The Flavor Field

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BUY
DRINK

Portuguese
Coffee

Angola

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JUNTA DE EXPORTAÇÃO DO CAFE

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America's Leading Processor and Merchandiser
of Instant Coffee for Private Brand Distribution

Formerly **THE SPICE MILL**

COFFEE & TEA INDUSTRIES and The Flavor Field

82nd Year

February, 1959

Vol. 82, No. 2

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Publisher, E. F. Simmons; Editor, Bernard Sachs; Advertising Manager, Ben Kingoff; Business Manager, E. Redmond; Circulation Manager, H. Topper.

Representatives: **New Orleans** — W. McKennon, 731 Dumaine St.; **California** — Mark M. Hall, 1215 Shattuck Ave., Berkeley, Calif.; **Chicago** — Harry T. Lane, 141 W. Jackson St.; **Mexico City** — Douglas Grahame, Apartado 269; **Rio de Janeiro** — A. Sampaio Filho, Rua Quitando 191; **Santos** — Tullio Catunda, Praça Maua, 29-s/217.

Subscription: \$4.00 per year, U. S. A.; \$4.50, Canada; \$5.00, Foreign. Published monthly. Copyright 1959 by The Spice Mill Publishing Co., Inc., 106 Water Street, New York 5, N. Y., Whitehall 4-8733.

82nd Year



T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

FEBRUARY 1959

"I see the Pan American Coffee Bureau's new consumer ad campaign stresses properly brewed coffee..."



Murray Kaplan
Vice President
Cecilware-Commodore



Louis Kaplan
President
Cecilware-Commodore

"That's another good reason why everybody needs Cecilware urns — They'll be judged more than ever by the coffee they serve!"

BREW IT BY THE GALLON IN THE distinctive new Series '61'

**CECILWARE
COFFEE URNS**



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GRIDDED RISER**

TWO STEPS ... Draw & Pour!

COFFEE BREWING INSTITUTE'S URN BREWING METHOD



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Coffee made in "Series '61"—modern as the year 1961, tastes so good it creates the demand for second cups. 3 or 5 gallon sizes in Twin or Single urns, both with extra-large water capacity. Twins from \$405; singles from \$205. See your equipment dealer now and send for new catalog.

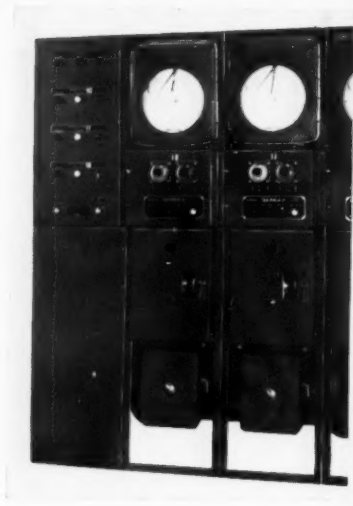


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ADVERTISE THESE

WHEN OUR PRODUCTS ARE THESE



THE ANSWER:

Because BURNS can sell its roasting and cooling equipment only to companies who are successfully competing in today's market. Successful competition today means efficient and economical production, with consistent and dependable quality.

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JABEZ BURNS AND SONS, INC.
NEW YORK CHICAGO
DALLAS SAN FRANCISCO
ENGINEERS

600 WEST 43rd STREET • NEW YORK 36, N.Y.

iced coffee digs in for the long pull

It's a responsive potential, roasters report in survey of iced coffee activity last summer. Brands with hard-hitting promotions have begun to lick traditional slump.

Iced coffee promotions are in orbit, for good. They're here to stay.

This is evident from roaster response to the third annual survey of iced coffee promotion conducted by COFFEE & TEA INDUSTRIES, formerly The Spice Mill.

Consistently, iced coffee results in the summer of 1958 reflected preparation given to the promotions before the blast-off.

Where a complete job was done, with follow-through, roasters reported that the promotions paid off in "excellent results", "increased sales", "good volume".

Where the promotions didn't get too far off the launching pad, invariably there was inadequate, haphazard preparation.

Clearly, many roasters who promoted iced coffee in previous years have learned the lesson of careful planning for the summer push.

They prepared the groundwork for the 1958 campaigns with common sales sense. In almost no instance flamboyant, the campaigns were solid. They ran the promotional gamut—from fairly heavy advertising in major media to bringing the salesmen into mesh with the campaign.

Gearing the salesmen into enthusiastic support for iced coffee promotion was done in many ways. Examples: Serving iced coffee to the men at the plant. . . Giving them effective selling ammunition.

Survey responses indicated that these salesmen went into the field convinced that:

1. Iced coffee could be sold.
2. This was the best way to beat the "summer slump" in sales.

The pattern of these careful planners was consistent. From roaster headquarters, advertising campaigns covered the markets, regional or national. Media used included newspapers, radio, television, billboards, magazines. Point-of-purchase material went to, and was used by, grocers and restaurants. Food stores worked with these roasters on in-store iced coffee promotions.

The results? The roasters liked what happened. They say, in their survey responses, that they will be coming

back for more iced coffee promotion, more heavily, in the summer of 1959.

The level of participation in iced coffee promotion seems to be stable. Last summer more than 59% of the industry attacked the summer slump with efforts on iced coffee, the survey responses show. This is a shade under the 60% who indicated iced coffee promotion in 1957, and is virtually the same as the 59% in 1956.

This participation is, unmistakably, a direct result of industry level iced coffee promotion by the Pan-American Coffee Bureau. In 1955, before the Bureau's campaigns began, only 41% of the roasters did any iced coffee promotion.

COFFEE & TEA INDUSTRIES' surveys on iced coffee now cover three seasons—1956, 1957 and 1958. Each time, the same big fact emerges: those who do iced coffee promotion find it worth while, plan to do it again, and—in most cases—more intensively.

In each of these three years, the pattern is one of greater intensity of iced coffee effort by the companies doing it. While not many more roasters get into it, those already in it invest more money and effort in the promotion.

This pattern will hold true in the summer of 1959.

To begin with, more than nine out of ten firms—94.1%, to be exact—reporting iced coffee promotion in 1958 said they were figuring on doing it again in the upcoming summer.

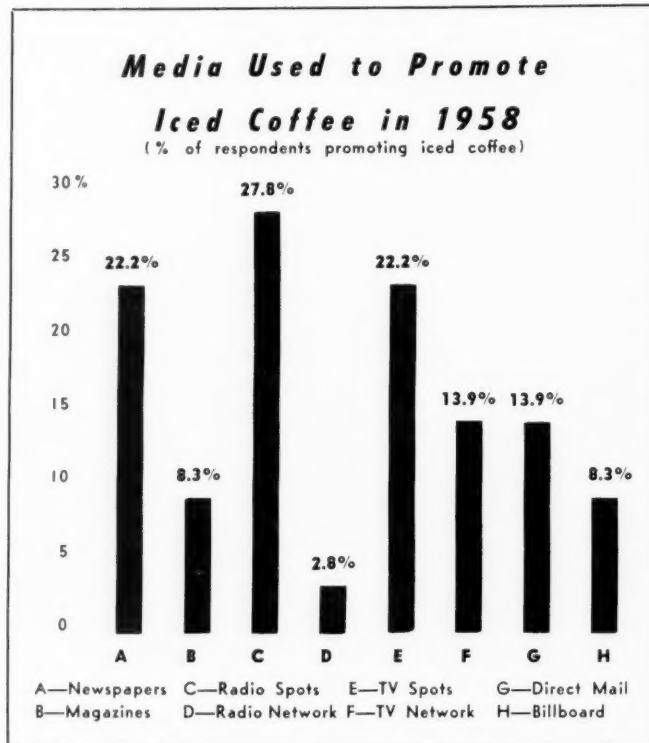
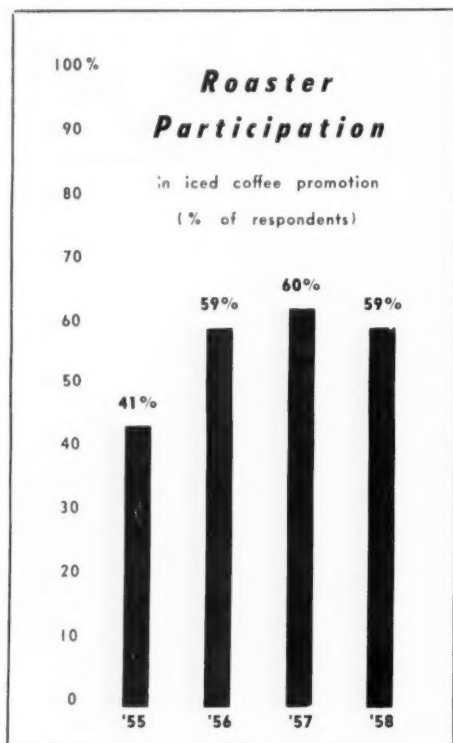
The rest have not, as yet, decided. Not one of these firms, it is worth noting, stated they would definitely not promote iced coffee in 1959.

Where the companies make any changes in the level of their promotions this year, compared to last, it will be to get into it more intensively.

More than 48% of the respondents attacking the summer slump last year said they will do about the same on it this year. But just about the same proportion noted they are planning heavier campaigns. Only a little over 3% indicated smaller promotions.

These responses—more than nine out of ten firms planning to continue efforts on iced coffee this year, nearly half of them more intensively—take on truer perspective when

★ Iced Coffee — 1959: A Coffee & Tea Industries "Fact Reference" Section



placed against the fact that the summer of 1958 was unfavorable to iced beverages. Temperatures were below average in many areas.

Even so, aggressive campaigns paid off, and the industry moved closer to realizing the \$100,000,000 sales potential for iced coffee.

Are the roasters content with present iced coffee promotion? Not by a long shot. By and large, they'd like to see more of it—more national advertising, more material for restaurants, heavier campaigns.

Specific suggestions center on methods of preparation, in most instances: "Find an easier way of making it", "Better restaurant brewing instructions", "Educate restaurants on how to make iced coffee".

Some of the suggestions went into phases of advertising and planning: "Start campaign earlier", "Color magazine ads containing brewing instructions", "More p.o.p. material", "Use TV spots", "Use commercials like iced tea".

The industry employed virtually every available medium for promotion.

Spot radio was the medium most widely used by the roasters, with 27.8% airing their commercials on the wave lengths.

Newspapers and TV spots were used by 22.2% of those promoting iced coffee.

These figures are an indication that the smaller, regional roaster was continuing his summer promotion. Virtually all of the regional roasters used these media.

Network television and radio came in for their share of

time, too: 13.9% used video for promoting iced coffee while 2.8% took network radio time.

Billboards played an increasing role last year. Of those promoting iced coffee, 8.3% used the outdoor medium.

Direct mail came in for its share of the promotional dollar also: 13.8% used the mails as part of their effort.

Point-of-sale material again received heavy play. It is an old advertising maxim that "you've got to hit 'em where they're looking". About 75% of the roasters agreed and used material at point of purchase to back up their beliefs.

Another boost for iced coffee sales is in-store promotion, above and beyond point of sale material. Nearly 23% of those selling to grocers tied-in with the Pan-American Coffee Bureau and its partners, Carnation Milk and Betty Crocker, to boost iced coffee sales.

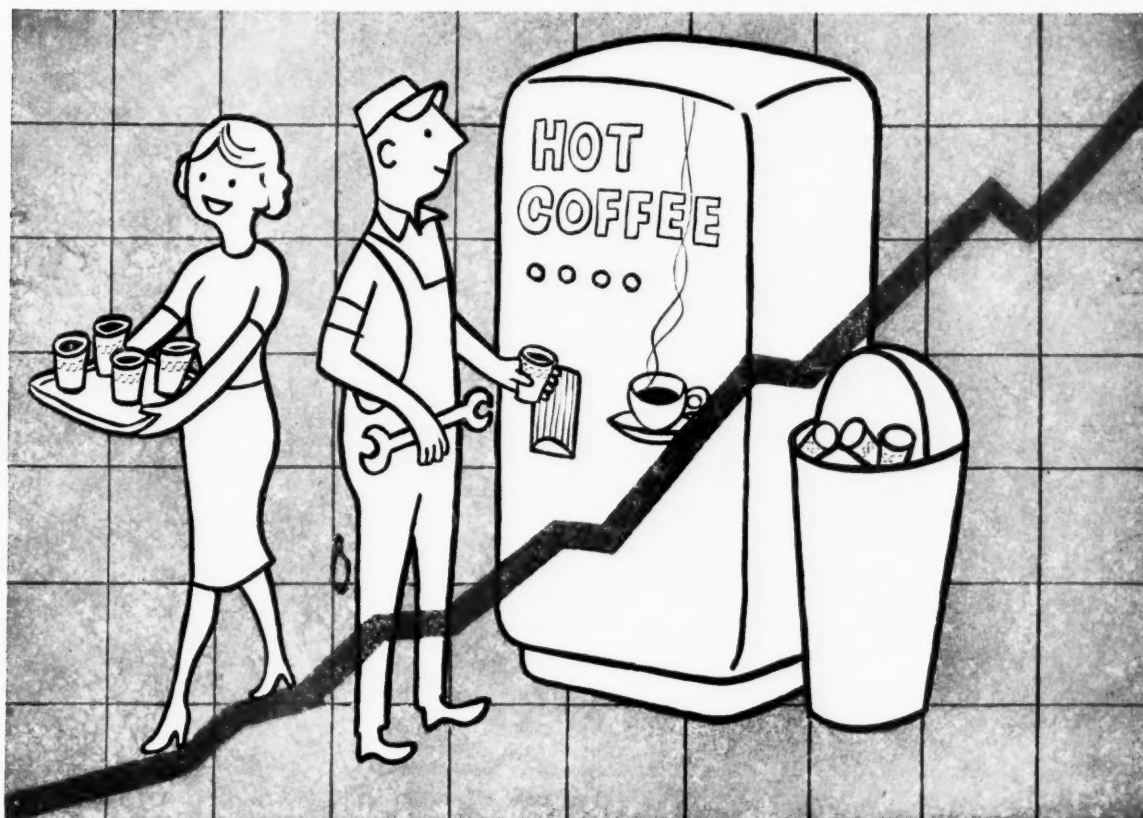
This reflected reports by the Pan-American Coffee Bureau that demand for its p.o.p. material on iced coffee reached a new high last summer.

Regular coffee was again promoted for the summer market by most roasters, with 48.6% pushing it. Instant coffee was advertised by 14.3% of the industry; 37.1% promoted both types.

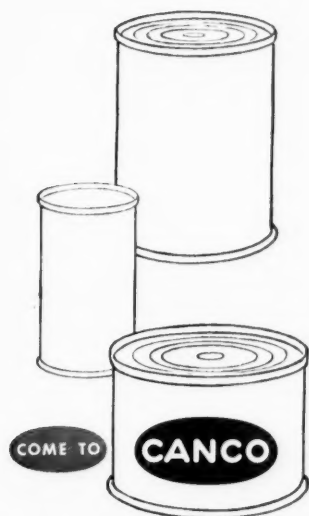
Of the roasters responding, 16.2% sold only to food stores while 35.1% sold only to restaurants. The largest number, 43.2%, sold to both. Wagon route dealers accounted for 5.4%.

In the restaurant market, there was an increased use of iced coffee dispensers last summer. Most of the dispensers were glass, others were clay. About 30% of the roasters

Fact: More and more coffee is
being sold through vending machines



Question: Are you set to sell
in this fast-growing market?



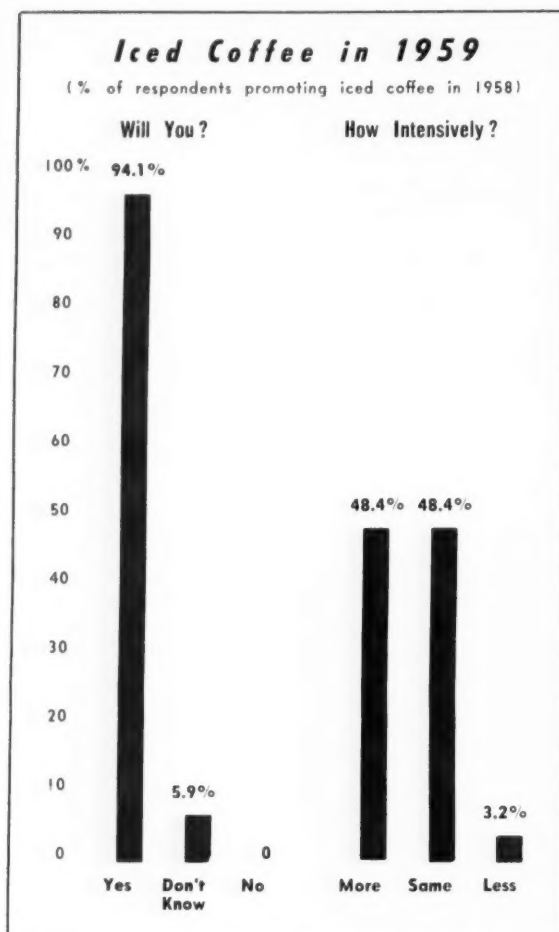
You see signs of it wherever people congregate . . . you read about it in the trade press—sales of coffee through vending machines are at an all-time high and still growing fast!

What's more, this is almost all extra business, non-competitive with coffee consumed in homes. Machine vending offers roasters a new and rapidly-expanding market with a tremendous sales potential.

Canco technicians will help you develop an efficient package for ground coffee, liquid concentrate or soluble powder . . . a *vacuum-packed* container that will enable you to supply your fine blend at its *freshest*. You can count on prompt delivery from a nearby Canco plant, as well as the many other services Canco offers. Give the man from Canco a call this week!

American Can Company

New York • Chicago • New Orleans • San Francisco



who supplied dispensers sold them, though at cost in some cases. Another 20% loaned the dispensers, while 10% indicated they both sold and loaned them. About 40% did not indicate the basis for distribution. In all, a little under 35% of the roasters selling to restaurants distributed dispensers.

Again, this year's survey confirms past results: iced coffee *can* be sold.

It also underlines the fact that iced coffee responds to sales effort. *It even responds to surprisingly little sales effort.* In many cases where little or no promotion backed the sales team, there was still an increase in sales volume. This also speaks well for the industrywide campaigns and their cumulative effect.

Iced coffee can do much to level out the dip in summer sales, but it cannot work miracles. The sales potential is waiting to be tapped. But it won't happen by itself, or even with industry-level promotion alone.

The brand that wants to benefit can't ride coattails. It has to go out after the business itself, with its own planning and push and follow-through.

The nice thing about it is, to the extent that you do, you pick up volume. That's the big fact pointed up by returns in three year's of surveys of iced coffee activity by United States roasters.

★ Iced Coffee — 1959:

"It helped us

A chain store case history . . .

By E. S. MAHANY, General Manager
Coffee Department
Processed Foods Division
The Kroger Co.

In the coffee department of The Kroger Co., we feel that the 1958 iced coffee promotion was a definite improvement over 1957, and look forward to 1959 as being bigger still. We believe that participation in the promotion this past summer helped to arouse store interest in coffee, and, more importantly, to *sell* more coffee. Conversations with people in our retail divisions indicate that the promotion generally got good store follow-through. In view of this year's good reception, it should be easier to stimulate response next year (1959). We look forward to making it a big annual selling event.



Past experience has shown that it is very important to deliver the full particulars of any big promotion to our retail divisions in ample time for them to integrate it fully into their sales plans. In fact, many a very expensive national advertising campaign has failed to get proper attention in Kroger stores simply because the plans are presented to grocery merchandisers only a week or two before the advertising is due to break. Therefore, we worked closely with the Pan-American Coffee Bureau people to get advance information as early as possible.

Just as soon as the plans from the Bureau arrived, a meeting was held with representatives of the other two participants—General Mills and Carnation—to work out details on display material which they were furnishing, and enlist the help of their massive field sales forces in building displays in stores. In our opinion, the availability of the large number of their sales personnel who could "talk it up" and help insure the all-important store follow-through was a very big plus.

We worked out with the General Mills and Carnation people an exact timetable, including when the letter of announcement would arrive at retail divisions, as well as when their local representatives would call on divisions. Since, as we said earlier, plenty of time is necessary for maximum impact, we arranged to get the letter out about eight weeks prior to the recommended in-store tie-in. It was also ar-

sell more coffee last summer"

- Iced coffee is responsive — even more so than hot coffee
- It's new business — which coffee would not get otherwise
- The ground's been broken — it should be easier this year

ranged so that the two participating firms would call on divisions one week after the letter arrived. In fact, both Carnation and General Mills were furnished an advance copy of the letter of announcement, which they, in turn, could disseminate to their field organizations. This, it was felt, would help to integrate our efforts even more fully.

It was decided to recommend that Kroger Instant Coffee, our more expensive private label brand, be featured in the promotion. A factor which led to choosing instant rather than regular coffee is the fact that the bulk of our regular coffee business is done in whole bean bag coffee, which does not lend itself well to off-the-shelf displays. Instant coffee, of course, is ideal for mass out-of-department displays.

To provide another incentive for participating, a special price on deliveries of Kroger Instant Coffee was allowed during this period.

Before going further, it might be a good idea to look at Kroger's organizational pattern. It is the third largest food chain, operating over 1,400 stores in 20 states. These stores are grouped into 27 operating divisions, each of which exercises a high degree of independence in the field of merchandising. Therefore, there is no central office mandate issued to compel participation in a promotion such as this. Each division is free either to accept or reject such a promotion, or to modify it in any way that seems best to them. The letter of announcement, therefore, was to give the basic facts in such a way as to try to make divisions see why this promotion was good for them. The calls by the local representatives of General Mills and Carnation were for the same purpose. Therefore, the divisions that participated did so because they saw the merits of capitalizing on a hard-hitting campaign such as this—not because anyone at headquarters told them to participate.

Along with the letter of announcement to divisions was attached the impressive broadside issued by the Pan-American Coffee Bureau, which included the spectacular six-page magazine ad. Most of our merchandisers are exposed to a great deal of advertising, and it takes something really big to stimulate their interest. However, they remarked that this ad certainly did live up to its "spectacular" title. It was recommended that divisions tie into the promotion by featuring the idea and the products in their own weekly price ads.

The store manager is a vital, but sometimes underesti-

mated, element in the field of promotion. To help divisions post store managers on the promotion, a special bulletin was prepared for including in store mail. Also issued were follow-up "reminder" bulletins to divisions so that it was impossible for them to forget about the promotion.

In summary, we felt the promotion was worthwhile, and look forward to another such promotion next year.

Why was it felt the promotion was worthwhile?

First of all, there was a definite "interest factor" in the colorful advertising and in the beautiful point-of-sale display material. This was not merely selling a commodity, but was presenting shoppers with a different appetizing idea. This tends to add excitement to the shopping trip.

Much of the coffee merchandising at store level consists of unimaginative "cents-off" price deals which make for brand-switching but whose effect on over-all coffee sales is nebulous at best. Here, however, was something different—selling an appetizing idea by beautiful, colorful display material.

A basic tenet of modern food store merchandising is the distinction between the "demand" items that people come in to buy and the "impulse" items that they hadn't planned to buy, but do, when attractively presented within the store. It is generally held within the food industry that coffee is one of the strongest demand items and that supplemental displays of coffee normally do more for brand-switching than for increasing overall sales. However, we feel that sales of coffee for iced coffee are much more impulse sales.

Much of this business, we believe, is new business—business which might otherwise have gone to competing beverages—an important distinction, if true. It is our belief that iced coffee seems very responsive to intensified selling effort (more so than hot coffee).

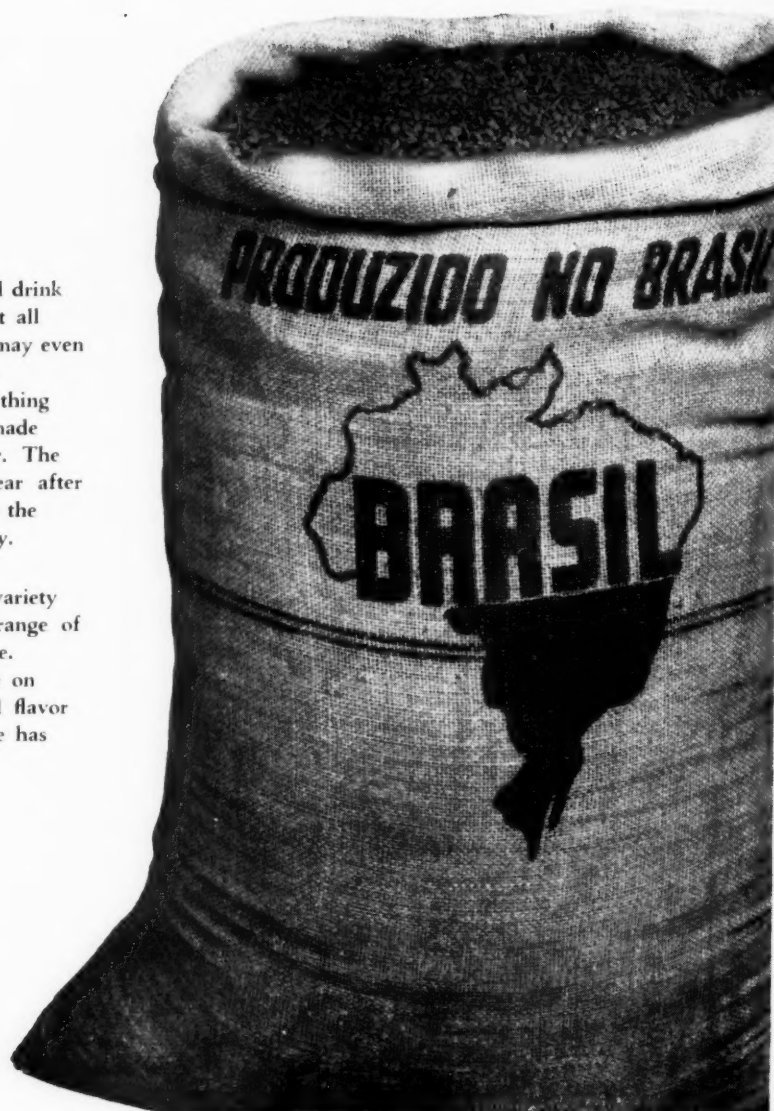
Retailers are an intensely practical bunch. They're a lot less interested in the esthetics of advertising than they are in the gross profit of a display. The question, "What's in it for us?" is an essential one in determining which of the many promotions they are offered get the key display spots. There's a perennial shortage of display space, which means survival of the fittest. Only the promotions that seem most likely to succeed get the key spots. In effect, products "rent" space from retailers. Those that pay the highest "rent"

(Continued on page 28)

BRAZILIAN COFFEE and

The millions of U.S. citizens who will drink iced coffee this year naturally do not all like the same blend or brand. They may even differ as to which is the best way to take an iced coffee break. Yet one thing is certain—more iced coffee will be made using Brazilian coffees than any other. The reason is basic—Brazil continues, year after year, to export more of its coffee to the United States than any other country.

Brazilian coffees are unequalled in variety and quality. They satisfy a wider range of consumer tastes than any other coffee. Experts and the general public agree on the eminence of their rich body, full flavor and aroma. The U.S. taste for coffee has been built on Brazils.



BRAZILIAN COFFEE INSTITUTE

the ICED COFFEE CAMPAIGN



**BRAZIL SUPPORTS THE U. S. INDUSTRY-WIDE
ICED COFFEE CAMPAIGN**

120 WALL STREET, NEW YORK 5, N. Y.

iced coffee in restaurants

"It can go very much further — if the coffee industry wants it to."

That's how one public feeding spokesman puts it. A C&T Field Report.

It's time for the U. S. coffee trade to take a long and hopeful look at iced coffee sales in restaurants and cafeterias. In the opinion of experts in the restaurant field, these sales can be increased materially during the coming summer and for summers to come.

Already restaurants in some sections of the United States are selling iced coffee as a matter of course, in volume that stands up well in competition with other summertime beverages. In other areas, iced coffee is less well known, but even in these parts of the country, it is now appearing on restaurant menus and is available to diners who ask for it. Almost all of this has come about in the years since World War II.

Whatever may be the volume of restaurant sales today, one thing is clear: they can be increased. Representatives of COFFEE & TEA INDUSTRIES have talked with a number of leaders in the food service field. Most of them believe that any restaurant, cafeteria, or luncheonette could quite easily boost its sales of iced coffee and do so at profit in money and customer satisfaction. But they also say that the first move must come from the coffee industry, and particularly from the individual coffee company servicing the account.

"Coffee men cannot expect a restaurant or other food service operator to initiate an iced coffee promotion," one restaurant proprietor told this magazine. "If we are going to push one item in competition with all the other foods and beverages we sell, someone must sell us on the idea first and then show us how we can go about doing it successfully."

A consensus of the restaurant people who have talked about iced coffee to COFFEE & TEA INDUSTRIES is that any large increase in iced coffee sales will depend on three factors—increased consumer advertising, more point-of-sale material and finally, more and better technical advice on how iced coffee can best be made and served.

Typical in suggesting such a program to the coffee industry is Edward C. Callis, supervising manager of the metropolitan restaurants of the Union News Co. Iced coffee is served as a matter of course during the summer months in all the 350 restaurant operations maintained by Union News in 30 states. Demand varies greatly, however, from one section of the country to another, and from one kind of operation to another.

In order to build this demand further, Mr. Callis told COFFEE & TEA INDUSTRIES, the public must continue to be exposed to more advertising by the coffee industry and by

individual roasters. He did not believe it makes a great difference whether this advertising centers on iced coffee in the home or in the restaurant, as long as it presents iced coffee as a desirable beverage. If someone learns to like a food or beverage at home, Mr. Callis pointed out, he will shortly begin asking for it in his restaurant or looking for it in his cafeteria.

At the same time, as other restaurant spokesmen have pointed out, the restaurant is the great sampling medium for the country. A consumer who gets to know iced coffee in the restaurant, properly made and delicious, will want it at home, too.

Point-of-sale advertising, while not adapted to all restaurant operations, can prove very useful in some, Mr. Callis said. Among the pieces which might prove acceptable to food service operators, he said, are back-bar posters, menu clip-ons, and tent cards. Mr. Callis also suggested that attractive and efficient dispensing devices might be supplied to cafeterias and lunch counters, where they would be useful to the operator and at the same time be a potent reminder to the customer that iced coffee is being served.

One of the elements in iced coffee promotions mentioned by a number of restaurant people was the need for technical advice on making iced coffee and serving it. One of the largest industrial feeders in the United States interviewed by COFFEE & TEA INDUSTRIES answered this magazine's questions with questions of its own—what is the optimum holding time for coffee which has been allowed to cool? Is it better to pre-cool or make it extra strength and pour it hot over ice? What is the sales value of using a whipped cream topping? What is the proper pricing of iced coffee in comparison with hot coffee and in comparison with other summer beverages?

Iced coffee, when it catches on with a restaurant's clientele, can be a profitable item. Most restaurant operators suffer a decline in total sales during the summer months because of vacations, shorter work weeks, less indoor entertaining and other factors. But their sales of coffee decline more than their total sales, as their customers shift from hot coffee to other beverages.

The findings of a study made several years ago by the Pan-American Coffee Bureau are borne out by the experience of most restaurant operators. Coffee sales lost during the summer months are lost from lunch-time on; sales of hot coffee bear up well at breakfast and during the morning coffee-break. Other summer beverages appear at lunch,

★ Iced Coffee — 1959: A Coffee & Tea Industries "Fact Reference" Section

however, and continue to be good sellers for the rest of the day.

"Hot coffee is so much a part of American life that it finds its way into restaurants naturally and without question," a representative of still a third food chain told COFFEE & TEA INDUSTRIES. "But iced coffee is a relatively new beverage and a special one. It needs promotion just as any new

food item does. Having it listed on the menu is not enough; it must have some extra push behind it, and of course it must be a good beverage when it arrives at the table. Iced coffee has come a long way in the past ten or 15 years. But in my opinion, *if the coffee industry wants it to*, it can go very much further".

how to make good iced coffee in restaurants

these methods are now being used . . . successfully, profitably

Iced coffee has come a long way since it was first "discovered" by a group of French Legionnaires stationed in Mazagran, Algeria, some 125 years ago. The first iced coffee, made of a coffee syrup mixed with cold water, made the heat of the desert more tolerable.

Today, in the United States, more and more people are realizing that with iced coffee they can beat the heat and still have their favorite beverage, either with meals or between times. The key to consumer acceptance of iced coffee, however, lies in the preparation of the brew and in its service. Here are methods being used profitably by leading restaurants, including chain operations, to overcome complaints of weak, watery iced coffee.

One way to prepare good iced coffee is by pre-cooling. Coffee is brewed at a ratio of one-and-one-half gallons of water to a pound of coffee. The freshly-brewed coffee is drawn off into a non-metal container, covered and allowed to cool at room temperature. (It is *never* refrigerated overnight). Average serving is six ounces of coffee in a 12-ounce glass, filled with ice.

Another method consists of making double-strength coffee,

using one gallon of water to one pound of coffee. This permits pouring the freshly-brewed, hot coffee over ice with double-strength coffee compensating for the dilution which occurs.

A third way, featured by a well-known hotel, consists of freezing regular-strength coffee (brewed at two gallons of water to a pound) into ice cubes. Pouring regular-strength hot coffee over several coffee ice cubes in a glass will assure good iced coffee.

Some restaurants are also using instant coffee, making up handy quantities and cooling it before serving for the meal-time trade, and preparing individual glasses for between-meal orders. In this method, strength can be easily adjusted to taste.

Good cream is as important for iced coffee as it is for hot. Several restaurants that have made a specialty of iced coffee, however, serve it with a topping of whipped cream. In addition, iced coffee lends itself admirably to a variety of summer traffic-builders. Many customers who normally would not order dessert are attracted to high-profit specialties which combine coffee and dessert into one.



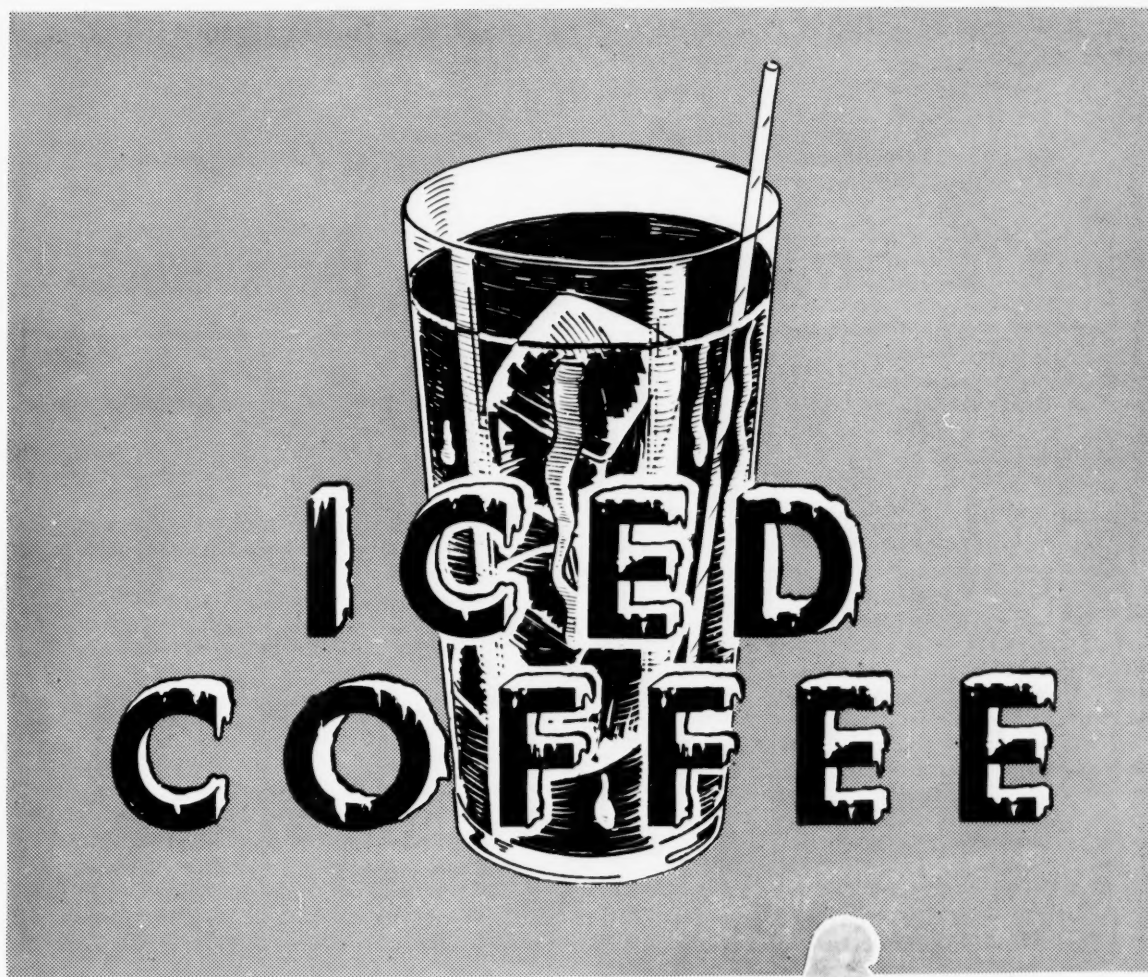
At the soda fountain of The Coffee House, one of three restaurants in the Hotel New Yorker, regular iced coffee is served—topped with whipped cream. In the summer, this soda fountain features iced coffee with ice cream in different flavors.



This restaurant, too, has high summer sales for iced coffee. The beverage is pre-cooled, drawn from a dispenser, and is poured over ice in a tall glass. Here also ice cream topping is popular.



Coffee tasting is an art that requires many years of training to develop and perfect. The tester you see in the above picture is making sure that only coffees that cup test the best are selected for export. If you want a fine, mild coffee in your blend, switch to Guatemalans.



The coffee industry is beginning to make preparations for the Iced Coffee campaign.

More and more U.S. packers will find that Guatemalan coffees in their blends will enhance their flavor for iced coffee . . . as for hot coffee.

Join the swing
to Guatemalans, today.

Have you sent for your copies of our free booklets? Bulletin #1 lists the growers, while Bulletin #2 is a complete list of the exporters and U.S. brokers and agents of Guatemalan coffees. Send for your copies today.

FEBRUARY, 1959

Guatemala *Coffee* *Bureau*

111 Wall Street
New York 5, N. Y.
Telephone:
BOwling Green 9-6616-7
Cable: GUATCOFFEE

More iced coffee in the home?

Better iced coffee is the secret!

here are the frank opinions of a noted U. S. food editor

"Iced coffee is a delicious, refreshing drink when it is properly prepared—but most people have never tasted it at its best." This is the frank opinion of Marian Manners, noted food editor of the Los Angeles Times.

"Right now, the price of coffee is at its lowest in years—*this* is the time to tell the whole country the secret of making excellent iced coffee," she said. "Of course, its preparation has never been a secret, but a really top-notch glass of iced coffee is rare enough to make you think it had been. With coffee prices down, it should be much easier to convince those who brew the beverage that the words, 'double strength', aren't really so terrifying, after all."

What *is* "iced coffee at its best?" she was asked. "Freshly brewed, double-strength coffee poured hot over ice cubes, served with good cream and simple syrup," she replied.

"This is the kind of iced coffee that we enjoy in my home all during the long California summer. I can assure you that it always comes as a delightful surprise to those who have not tried it previously. The fact is that excellent iced coffee requires a bit of extra effort and a bit of extra coffee, too; but the wonderful results make it more than worthwhile."

Miss Manners' daily food column, one of the most widely read in the United States, frequently mentions iced coffee as an accompaniment to warm weather foods and tells her readers how to prepare it. Reader inquiries—Miss Manners' department handled more than 111,000 such inquiries during 1958—indicate that there is increasing interest among western homemakers concerning the best way to make this beverage.

Miss Manners pointed out that iced coffee has additional value for the homemaker in that it teams up with summertime favorites, such as ice cream, chocolate syrup, spices, bitters and other flavor ingredients which help to give the beverage variety and interest:

"Add vanilla ice cream to coffee—instead of ice, of course—and you have a marvelous summertime dessert-drink. It is prepared in a flash and yet it couldn't be better. This is the kind of versatility that should add to coffee's summer popularity.

"Returning to the subject of 'iced coffee at its best,' it is my opinion that this kind of coffee should be always served with the best cream available. Personally I drink hot coffee black, but I like plenty of cream in iced coffee and I

have noticed that many of my friends prefer it this way too.

"I've never forgotten the phrase written by Ann Batchelder, the great food writer who appeared in the pages of the Ladies Home Journal for many years. She said, 'Iced coffee should be the color of a new saddle.' It seems to me that this expresses it perfectly—and it certainly implies the addition of plenty of cream."

The majority of coffee drinkers like their coffee sweetened, Miss Manners pointed out, and here, too, she had a definite opinion as to how the sweetening should be done.

"Iced coffee really seems to *taste* better when it can be sweetened with simple syrup, rather than granulated sugar. If you ever tried stirring a teaspoon of sugar into a glass of chilled coffee, you know how impossible it is to get the sugar to dissolve. The syrup, however, made from that same kind of sugar, goes into solution immediately. As far as I am concerned, this little touch makes the drinking of iced coffee far more pleasant than it is without it. If I had my way, a pitcher of simple syrup would always be served with iced beverages."

(Continued on page 30)



In the home, as in the restaurant, coffee ice cubes are one answer to strong, flavorful iced coffee, unweakened by melting ice.

ICED COFFEE CAMPAIGN

'59

supported by
America's
best-selling
coffees.



MAXWELL HOUSE

DIVISION OF GENERAL FOODS CORPORATION
MAXWELL HOUSE, INSTANT MAXWELL HOUSE, SANKA AND INSTANT SANKA COFFEES

★ Iced Coffee — 1959: A Coffee & Tea Industries "Fact Reference" Section

A roaster case history . . .

"How we promote iced coffee"

By RICHARD H. LEIPER, Advertising Manager
Fleetwood Coffee Co.
Chattanooga, Tenn.

The temperature in Chattanooga at 8:00 a.m. the morning I write this was seven degrees. At the same time, it was four below zero on the mountains which surround Chattanooga. With such "coffee loving" weather, you might feel it would be difficult even to think of iced coffee. This is not the case at Fleetwood. Although the iced coffee season is several months away, plans are now being made for our 1959 iced coffee promotion.

For our 1959 campaign, we contemplate using generally the same advertising media as we did last year—radio, television, newspaper, outdoor and bus cards.



On radio, we used live one-minute and chain-break spots, the majority of these handled by personality announcers on morning shows. Also, we had live and taped announcements around noon. Television consisted of sound-on film animated commercials, and these were telecast between top-rated evening network programs. These commercials, as well as those on radio, stressed the use of Instant Fleetwood Coffee, because of the ease of making delicious iced coffee with it in a matter of seconds. Radio and TV were used extensively during the summer campaign throughout our marketing area.

Small space newspaper ads featuring regular and instant Fleetwood were scheduled in several markets. Copy on painted bulletins and outdoor spectaculars also focused on the iced coffee theme, and 21 x 44 inch bus signs carried the same "cooling" copy.

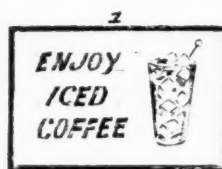
Fleetwood's in-store promotion consisted of shelf cards and over-the-wire banners, featuring regular and instant Fleetwood Coffee.

Now to answer the big question: "Was Fleetwood's iced coffee promotion successful?" Yes, we think so. As everyone in the coffee industry knows, there are many factors involved from day to day and from week to week that play a big part in sales—price declines and increases, "off" deals and general promotions by competitors, weather conditions, etc. Some of these factors were present during our iced coffee campaign, but even so, we were well pleased with our promotion.

In addition to those consumers who have been persuaded by advertising to try iced coffee for the first time, find they like it and drink it during the summer rather than a soft drink or some other cold beverage, resulting in increased coffee sales, iced coffee gives roasters an opportunity to keep their brands before the public with advertising that is cooling and refreshing during temperatures of 90 to 100 degrees.

There is a psychological effect involved, too. Take for example, Mrs. Housewife driving to the grocery store in hot, humid 90 degree weather. Just before reaching the store, she sees a colorful billboard advertising iced coffee. Just to look at this cooling scene seems to refresh her. After entering the store and reaching the coffee department, she

(Continued on page 30)



ENJOY ICED COFFEE



IS EASY TO MAKE



USING INSTANT FLEETWOOD.



JUST ADD WATER.



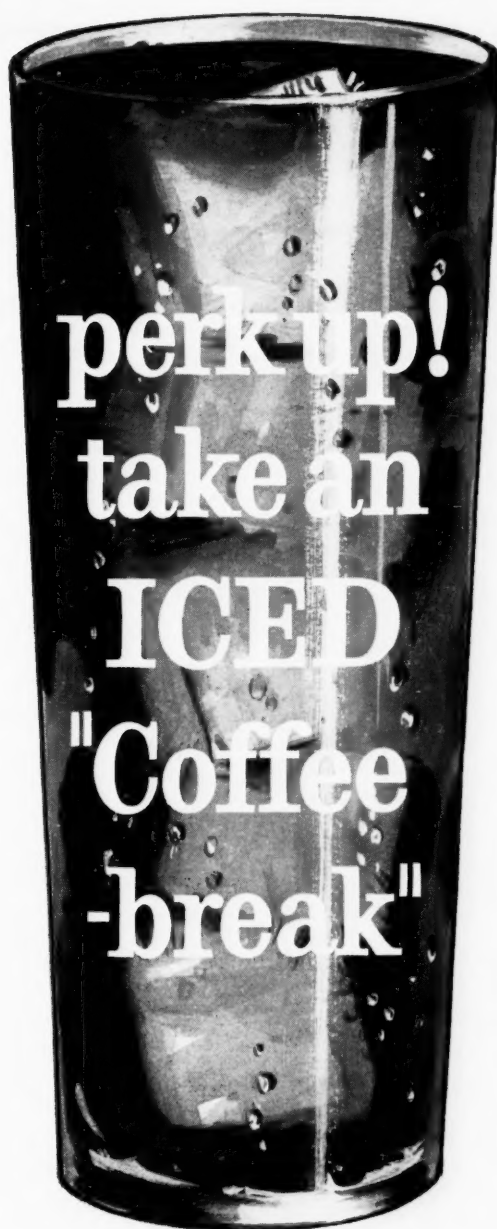
AND ICE CUBES, STIR AND IT'S READY TO SERVE.



TRY INSTANT FLEETWOOD THIS NEW WAY!!

A TV story board for Instant Fleetwood Coffee.

COFFEE & TEA INDUSTRIES and The Flavor Field



A TIMELY REMINDER

Plan now to maintain volume during the hot weather months. Earmark funds in your budget for iced coffee promotion this summer.

Pan-American Coffee Bureau

120 Wall St., New York 5, N. Y.

how much does it cost?

**Are you a regional roaster? You might be able to run an effective
iced coffee campaign for a lot less money than you think . . .**

By BENJAMIN KINGOFF, Advertising Manager
Coffee & Tea Industries

How much does an iced coffee campaign cost?

Is this a strange question? It might be, considering that iced coffee campaigns come in many sizes and shapes. But the question is not ours. It has been asked by a number of roasters, especially small and medium-sized regional ones.

Many of them feel it is almost impossible to run a good iced coffee campaign which is moderate in cost. Costs, they say, would run too high. But would they?

What we've done here is to try to provide answers. Obviously, such answers can only be typical, not specific.

We've worked out answers for three cities, in different regions. They are not the largest cities in the country, nor the smallest.

The program we've laid out is, we feel, representative of good, practical campaigns—not the last word in promotion, but solid.

The rates we indicate are generally available, in Standard Rate & Data Service.

Take these answers, then, for what they're meant to be. They are yardsticks only. Vary the costs, up or down, to fit your own marketing situation.

What we found was revealing. An iced coffee campaign, on a regional basis, does not have to cost \$50,000—or even \$25,000. It can be done for less than \$10,000.

The amount involved is not all gamble, either. One fact strikes me in the report on the iced coffee survey in this issue of COFFEE & TEA INDUSTRIES, and in the reports in previous years.

Iced coffee promotion brings results, and pretty much in proportion to the effort put into it.

Another indication of the responsiveness of the iced coffee potential comes from the people who should know best—the roasters who tried it. They indicate they will promote iced coffee again next year, and in many cases will run larger promotions.

You can look at it this way: How much extra coffee do you have to sell to pay for the campaign? Don't be surprised if you find it boils down to very little extra poundage, per day, per outlet.

Consider, too, the other things you are accomplishing when you promote iced coffee:

1. You are continuing your consumer franchise in your marketing area, instead of slacking off.

2. You are boosting salesmen morale. There is nothing a salesman likes better than to know that his company is backing his efforts with a solid promotion. He knows this is going to increase his earnings as well as make his selling job easier. He is going to call on your customers with more confidence.

3. You are keeping your plant going. The machines are there and cost money whether they operate or not. Increasing your summer sales is the best way to keep them going. Remember, a dead plant not only doesn't make money, . . . it costs money.

4. You are promoting a "live" product. Iced coffee is a proven seller, given the right promotion. You will be encouraging sales rather than letting them dwindle for lack of "advertising sunshine."

5. You're riding with a powerful national campaign by the Pan-American Coffee Bureau. But the Bureau can only lay the groundwork for *all* coffee. It is up to you to tie-in for your brand specifically in your area.

6. You are getting your share of the \$100,000,000 sales potential represented by iced coffee.

Now for some details about the suggested campaign.

Three cities were picked. The first is a city in the south central section of the country with a retail trading area of 329,000 people.

The second is an eastern city with a retail trading area of 378,000 people.

The third is a southeastern city with a retail trading zone of 1,134,000 people.

In each of the cities, the same yardsticks were used, where practical. Changes were made only to take advantage of special discounts.

In all cities, basic media were used, such as newspaper advertising and radio and television spots.

When taken in total, what comes out is a solid 13-week advertising campaign.

Newspaper ads are scheduled twice per week. One advertisement of 98 lines (7 inches deep by 1 column wide) is scheduled for one day during the week, for example, Tuesday.

The other newspaper ad measures 196 lines (7 inches

deep by 2 columns wide) and is scheduled for Thursday evening. This is the edition that usually carries food store advertising and is eagerly read by the housewife for week-end shopping tips.

Some additional thoughts can be considered in checking newspaper ad costs.

The rates listed are the "open" rates. These refer to transient advertising. Virtually all newspapers have contract rates predicated on the use of 2,500 lines, or more, during the year. Since the newspaper portion of the campaign totals 3,822 lines, it would undoubtedly cost less than indicated.

By tying-in the Thursday evening advertisement with a local supermarket ad, another type of saving could be effected.

Local stores, such as supermarkets, pay about one-third the "open" rate for their ads because of the whopping amount of space they use during the year. Therefore, by working with a supermarket, you can take advantage of this low rate.

The same can be said for radio and television spots. Tying-in the radio and TV spots with local merchants. The 13-week timing can be shifted earlier into June, to end Labor Day.

Let's get down to cases:

City "A"

Location: South central U.S.

Retail trading area: 329,000 people

Newspaper advertising rate—25¢ per line

1 ad at 98 lines\$24.50 per ad

1 ad at 196 lines\$49.00 per ad

Each ad to run 13 times

Total newspaper advertising cost....\$955.50

Television:

10 "ID" spot announcements per week at \$188.50 per week

Spots to run 13 weeks

Total television advertising cost....\$2,450.50

Radio:

5 spot announcements per day at \$4.50 per spot

Spots to run 13 weeks (91 days)

Total radio advertising cost.....\$2,047.50

Campaign cost.....\$5,453.50

This campaign, running 13 weeks, from mid-June to mid-September, includes 26 newspaper advertisements, 130 TV spot announcements and 455 radio spots.

City "B"

Location: Eastern U.S.

Retail trading area: 378,000 people

Newspaper advertising rate—37¢ per line

1 ad at 98 lines\$36.26 per ad

1 ad at 196 lines\$72.52 per ad

Each ad to run 13 times

Total newspaper advertising cost....\$1,414.14

Television:

156 "ID" spot announcements to run over a 13 week period at \$12.75 per spot.

Total television advertising cost....\$1,989.00

Radio:

5 spot announcements per day at \$5 per spot

Spots to run 13 weeks (91 days)

Total radio advertising cost.....\$2,275.00

Campaign cost.....\$5,678.14

This campaign, running 13 weeks, from mid-June to mid-September, includes 26 newspaper advertisements, 156 TV spot announcements and 455 radio spots.

City "C"

Location: Southeastern U.S.

Retail trading area: 1,134,000 people

Newspaper advertising rate—65¢ per line

1 ad at 98 lines\$ 63.70 per ad

1 ad at 196 lines\$127.40 per ad

Each ad to run 13 times

Total newspaper advertising cost....\$2,484.30

Television:

156 spots to run over a 13-week period at \$37 per spot

Gross cost of spots.....\$5,772.00

less 45% frequency disc.....\$2,597.40

Net television advertising cost.....\$3,174.60

Radio:

5 spot announcements per day at \$7.70 per spot
Spots to run 13 weeks (91 days)

Total radio advertising cost.....\$3,503.50

Campaign cost.....\$9,162.40

This campaign, running 13 weeks, from mid-June to mid-September, includes 26 newspaper advertisements, 156 TV spot announcements and 455 radio spots.

Other media are available and should be considered. One is outdoor advertising. You can use painted boards or posters, sizes to vary according to location. If you are now promoting hot coffee, the chances are that the space is already yours on a yearly contract basis. Therefore, there would be no extra cost involved, spacewise. If you are not using outdoor advertising, you should look into its possibilities. A quick check can be made in your city. The same holds true for car cards.

In addition to outdoor advertising and car cards, you will certainly want to use point-of-sale and other in-store material. Costs here are negligible. You can get p.o.p. material from the Pan-American Coffee Bureau. Check the Bureau (120 Wall Street, New York 5, N. Y.) for what you need.

Effectiveness of your iced coffee campaign—as is true of any other of your promotions—hinges on your salesmen. They've got to know what they're selling.

Here you can do something which seems obvious, but evidently isn't. At a sales meeting, let your men taste the product you want them to sell. Make iced coffee—properly—and serve it to them.

You might be amazed—as some roasters were, who did just this. Many of their salesmen had never really tasted iced coffee, and were lugging around fuzzily negative notions about its acceptability. Clearly, their effectiveness in selling iced coffee would have been rather sad.

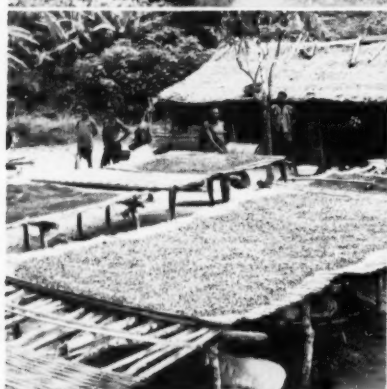
The roasters who served iced coffee to their salesmen reported, with surprise, a surge of enthusiasm among the men—with results clearly traceable into sales.

You could also give your salesmen inexpensive kits containing pre-prints of your newspaper advertising and your schedule on radio and TV, as well as samples of the PACB point-of-sale material. They can use these when they call on their customers.

You might well think of other merchandising material not mentioned here.

Will your iced coffee campaign pay off?

Try it this summer and see.



ROBUSTA COFFEE

from

IVORY COAST

- Increasingly popular because of uniform blending quality.
- Quality assured through modern preparation.

CHAMBER OF COMMERCE

P.O. BOX 1399, ABIDJAN

IVORY COAST, FRENCH W. AFRICA

United States Representative
French Overseas Territories Division
Commercial Counselor to the French Embassy
610 Fifth Avenue, N. Y. 20, N. Y.
CI 5-7974

Top photo shows a view of the modern city of Abidjan, the main port of Ivory Coast. The second photo illustrates a typical coffee tree nursery in the interior. The third photo pictures the spraying of coffee trees with up-to-date equipment. On the lower left is shown a native type drying bed, although the more modern method of drying on concrete is widely used. The center picture illustrates one of the mobile hulling units in use in Ivory Coast. On the right is shown one of the new cleaning and warehousing plants in Abidjan.

get aboard the iced coffee float

coffee and ice cream can lead the parade of summer coolers

By RICHARD RUSSELL, Fuller & Smith & Ross, Inc.

For three years in a row, the Pan-American Coffee Bureau has taken the initiative in sparking a nationwide, industry-wide, iced coffee promotion.

Everybody agrees that the objective is sound. Coffee sales traditionally drop about 16% during the summer months—there is no place to go but up. So the whole industry welcomes the promotion, and many roasters give it excellent support. Outlined here is another promising way to increase your coffee sales by tying in to this summer-long promotion.

Try the dairy route. There is ample evidence to indicate that iced coffee and ice cream—the coffee float—is a sleeper in summer coolers.

Start with the premise that everybody has tried iced coffee at one time or another. And apparently many found it wanting. They probably didn't make it strong enough to offset dilution by the ice. Otherwise the hot coffee drinkers would simply switch to iced coffee during the hot weather. But they don't. So while we sell them all on making iced coffee properly, why not also combine the great American taste for ice cream with the great American taste for coffee?

This is not a new thought. A national survey of restaurant menus taken a couple of years ago showed the iced coffee float or coffee and ice cream to be the most popular iced coffee variety drink in the country. A dish of unadorned ice cream is good, but not exciting. A glass of plain iced coffee also lacks excitement to many people. But put them together and you have two of our most popular flavors married in a delightful refresher. There's substance, food value, lift and flavor all in one glass. And it looks good, too.

Dr. Ernest Dichter said iced coffee by itself did not look as cool and refreshing as some competitive beverages. But, topped with ice cream, you can be sure it motivates the appetite of young and old.

What is more, people make coffee float at home more frequently than any other variety of coffee drink. Last summer the Daniel Starch Corp. did a special survey for the Pan-American Coffee Bureau to find out which of the various drinks were the most popular. You will recall that last year's spectacular six page advertisement (Life and Saturday Evening Post) featured six variety drinks in addition to regular iced coffee. Coffee float was by far the most popular.

It is interesting to note that 13% of the advertisement's readers tried one or more of these featured iced coffee recipes. This in itself bears out the contention that consumers are anxious for and willing to try variations in iced coffee. But most significant is the fact that over half of

those who tried a variation made the iced coffee float!

The flavor of ice cream doesn't seem to make much difference—although vanilla, coffee and chocolate are the most preferred flavors. Coffee and ice cream is simply a natural, appetizing looking and smooth tasting combination. It's easy to make at home and it's a good extra-profit item for the restaurant.

1959 iced coffee point-of-sale pieces available from PACB

Two new point-of-sale pieces have been added by the Pan-American Coffee Bureau to the in-store material available for the 1959 iced coffee campaign.

One of the new pieces is a four-color 8" x 20" banner designed for use in both restaurants and food stores. The other piece is a 4" x 5" restaurant menu clip-on, also in four colors.

In addition, the Bureau is again making available "best seller" point-of-sale pieces from previous campaigns, such as the four color giant iced coffee glass, which measures 28" x 11".

All of this point-of-sale material is offered to the trade by PACB at half the production cost.

Grocers will go for it, too. While coffee has the inherent advantage of being compatible with many foods in the grocery store, it's always best to tie-in with a high profit item. Ice cream has a mark-up of 30% to 35%. If you can help the grocer sell more ice cream you have made an impression where it counts—right in the cash register. And you'll get an extra impression for your brand as well—at the ice cream case.

Combination deals are only successful when both parties win. Coffee and ice cream is such a combination. Coffee is the steady, fast turn-over, high volume item. But the mark-up is low. Ice cream's mark-up is high. Coffee sales slow down in the summer. Ice cream sales pick up. You can't display ice cream out of the dairy case. You *can* display coffee. So why not put them together? Each has strength, each has weaknesses. United they make a winning team.

Whether you tie up with a brand of ice cream or simply use ice cream as a generic product depends upon your own

distribution pattern. Some roasters would do well to approach the most aggressive ice cream manufacturer in the area. Work together with him in designing materials and promotion plans. Share the costs of point-of-sale materials and mats. Divide the cost of advertising space and broadcast time. Each company uses the brand name of his partner in the summer advertising program. Both sales forces work the trade selling the combination, two calls for one. Key trade contacts can be made together.

The alternative is the solo plan. As a roaster, you sell the iced coffee float—your brand of coffee and anybody's ice cream. Your materials and mats feature *your* coffee but will fit any brand of ice cream the grocer happens to handle. Your kit of materials provides a "sell" on ice cream at your shelf position or display. At the ice cream case it plays back to your brand in the coffee section. Both spots sell the iced coffee float. Grocery mats sell *your* brand of coffee, the grocer's preferred brand of ice cream, a taste thrill for the consumer. You provide the grocer with the materials to help him sell more ice cream, he provides you with extra display opportunities, for your package and/or your point-of-sale materials.

Many food items tag onto the ice cream band-wagon in the summer, many others try to. But few items tie in so naturally as coffee. Certainly few beverages can. So with proper sales stimulation on a drink which has already achieved excellent public acceptance, iced coffee float can well become one of America's leading summer drinks. And it can well become *your* annual promotion in your area if you are first to push it.

"It helped us sell more coffee"

(Continued from page 13)

(yield the greatest gross profit) get the preferred attention.

In my opinion, last summer's iced coffee promotion measured up to this acid test very well. First of all, it was designed to sell *three* different items, not just one. This is very appealing to a retailer. Secondly, the three items were all fast movers. The food business thrives on turnover, and each of these items has the all-important sales velocity that means dollar profits.

Summer is a time for intense sales effort by many competing beverages. In-store effort by coffee's competitors takes many forms—special display bins, sampling, elaborate point-of-sale material, etc. We believe aggressive promotion of iced coffee can help coffee enjoy a larger share of the consumer beverage dollar. Hard-hitting advertising and merchandising paid off for iced coffee in 1958. We look for bigger and better results this year.

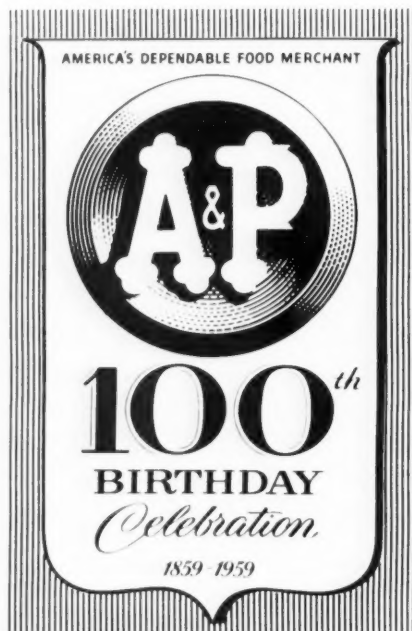
Finland ends coffee price controls

Coffee price regulations that dated back to 1939 disappeared at the beginning of the year, sending Finnish housewives to market in search of bargains.

Prices on coffee dropped between 10% and 25%.

Finland started coffee rationing during the war winter of 1939. Rationing ended in 1954, but price controls continue.

THE GREAT ATLANTIC AND PACIFIC TEA CO.



IMPORTERS, ROASTERS,
RETAILERS OF FINE COFFEE

REPRESENTED IN
BRAZIL AND COLOMBIA
BY THE
AMERICAN COFFEE
CORPORATION

no off-season in selling

By DONALD L. STEVENS, Account Supervisor, Grocery Products
Bureau of Advertising
American Newspaper Publishers Association

A few years back, many industries suffered seasonal slumps. These slumps affected not only business in a particular field, but many businesses in a wide range of fields.

Furriers, for example, suffered selling slumps during the summertime, as did the coal and oil industries. Often in winter, soft drink manufacturers and their bottlers had to stand by and watch costly plant, equipment, and sales organization remain idle.

The tourist business presents a classic example. To illustrate, let's take a look at two famous resorts, Cape Cod and Florida. As the winter season approached, Florida's business would boom, but Cape Cod's would fail. During the summer the reverse was true.

Today, the picture has changed. Furriers are selling their products in the summer. Soft drink manufacturers are selling in the winter. And both Florida and Cape Cod attract visitors during what used to be regarded as "off-season."

"It's also a fact that coffee roasters can reap greater sales during the so-called off-season than ever before.

How are these sales achieved during the off-season? The answer is simple: overcome natural consumer resistance to out-of-season products by effectively promoting your product—iced coffee—in the local markets where the sales are made.

This business of promoting a product effectively is no easy matter. It requires astute planning and full attention to basic marketing principles. One of the most important of these principles is to apply selling pressure *when* and *where* it will do the most good—reaping greater return for ad dollars invested.

And this is exactly what many coffee roasters did last year through daily newspaper advertising. As a result, the coffee industry won greater consumer acceptance for iced coffee as a summertime drink than during any previous year.

One reason why daily newspapers have proved so effective in promoting off-season business is the fact that newspapers have no off-season. Spring, summer, fall and winter, newspaper circulation remains virtually constant.

Both hot coffee and iced coffee sales seem to have suffered somewhat promotionally through the industry's current ten-

dency to put more emphasis on price than on the product's qualities.

High prices have resulted in the consumer habit of squeezing more cups (or glasses) out of a pound of coffee than they used to. In itself, this factor has resulted in a lag in tonnage sales at the same time that consumption of cups per capita has been rising. But it has the further disadvantage that taste of the product has suffered, and this, in the long run, results in further decreases in consumption.

There are many promotional themes applicable to this problem that are crying for exploitation. For example: how to brew better coffee, hot or iced; the fine taste of good, properly-brewed coffee; coffee as a between meals, nutritive pick-me-up; coffee as a genial participant in both large and small social gatherings.

Coffee as a food is a prominent item on the shopping lists of most housewives. It therefore fits ideally into the food pages or sections of the daily newspapers. But coffee, more than most other foods, has universal appeal. It appeals to both sexes, virtually all ages, people with every kind of interest.

While price appeal may often influence the housewife, it has only a negligible effect on most other consumers of coffee. Promotion of coffee as a good-tasting, satisfying, refreshing beverage can therefore be directed profitably to these other groups on the general news pages, society pages, hobby pages, sports pages, and other parts of the newspaper, in addition to the food-page appeals directed chiefly at the housewife.

Newspapers give the flexibility needed to do the selling job wanted. In newspapers the advertiser can pinpoint his markets and direct his selling messages to those markets that have sales potential.

This complete flexibility of the daily newspaper is also true in regard to the size of the advertising message. A coffee roaster can run a full-page ad or a one inch ad. It can be run once a month, once a week, or several times in the same issue, and an ad can be placed in the newspaper practically overnight. Because of this complete flexibility, newspapers can meet any advertiser's budget or strategy requirement.

One of the biggest pluses newspaper advertisers receive is the fact that people like advertising in their paper. It's never considered an intrusion; in fact it is a welcome part of the paper. Just how welcome, was pointed out in a recent study conducted by Dr. George Gallup, of the American Institute of Public Opinion. "The evidence shows," Dr.



Gallup stated, "that advertising is news to most readers. When those interviewed were asked which one feature or section of their daily newspapers they found most useful, advertising headed the list.

"Asked whether they would prefer their newspapers with or without advertising, the vote was overwhelming on the side of newspaper advertising."

Newspapers stand ready, willing and more than able to help you solve your marketing problems. Many newspapers can supply helpful research facts for the coffee roaster's guidance. And the Bureau of Advertising, in its five offices, maintains a vast reservoir of market, product and consumer data for the information of advertisers.

"How we promote iced coffee"

(Continued from page 22)

sees that same brand and decides to buy it with the idea in mind of trying iced coffee. Well, maybe she will and maybe she won't get around to making her coffee iced, but nevertheless, a sale has been made. If this theory is correct, this sale would be multiplied over and over again by other consumers and, of course, the same would be true with good iced coffee advertising on radio, TV and other media.

As a regional roaster and distributor, normally we try to tie in our iced coffee promotion with the Pan-American Coffee Bureau, to capitalize on the national advertising being done by PACB. This also applies to other nationwide campaigns, such as last summer's cooperative promotion of Carnation Evaporated Milk, Betty Crocker Cake Mixes and iced coffee.

More iced coffee in the home?

(Continued from page 20)

(Simple syrup is just that to make—simple. Here's the recipe: One cup sugar, one cup water. Boil the sugar and water ten minutes, stirring until the sugar dissolves. Yield, one cup of syrup. It will keep at least a week when stored in a refrigerator in a covered jar.)

Although Miss Manners' interests lie in the homemaking field, she was asked about the serving of iced coffee in Los Angeles restaurants. Many West Coast restaurants appear to serve a great deal of iced coffee, she said, but it was her opinion that *better* iced coffee would open the market for greater sales.

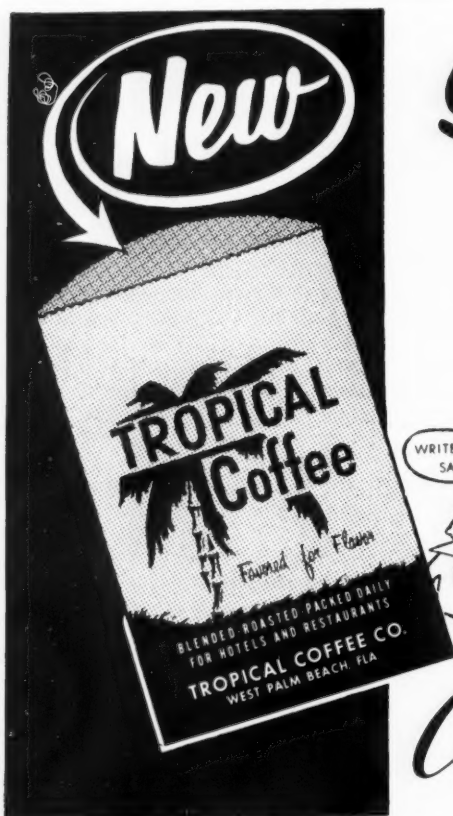
"Whether it is in the restaurant kitchen or in the home-maker's kitchen, the fact remains that properly prepared iced coffee is a delight. Poorly prepared, it is a disappointment," she said. "It is the task of those who work with coffee to promote the idea that *good* iced coffee is worth far more than its small cost in effort and in money."

Coffee consumption in France studied

A report on coffee consumption in France has been issued by the Comité Français du Café.

The objective was to make available facts for more efficient use of newspapers, radio, expositions and other methods of promoting coffee in that country.

The report is called "Etude Statistique sur la Consommation du Café en France."



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★ Iced Coffee — 1959: A Coffee & Tea Industries "Fact Reference" Section

HOT



WEATHER access to consumers

BY JOHN F. HARDESTY, Vice President and General Manager
Radio Advertising Bureau, Inc.

No words need be wasted on the simple fact that the key to more iced coffee sales is promotion—and more promotion.

For it has been demonstrated many times—by individual roasters, by COFFEE & TEA INDUSTRIES, by coffee industry associations and by various media groups—that increased advertising activity boosts iced coffee consumption, steps up iced coffee sales.

The problem comes to bear, however, when the coffee marketer asks himself: How best to promote iced coffee? What techniques should be employed? What media should be used?

Taking the last mentioned item, one wonders why media selection should present a problem more pressing to the coffee company than to other types of businessmen selling other kinds of products.

Except for one important reason, the answer is that no difference exists. The important factor: iced coffee is a seasonal product used three months a year. It can, at this stage of its development, be promoted and sold only during June, July and August, in most parts of the country.

And this condition forces a reevaluation of advertising effectiveness as far as media performance during summer is concerned. The media strategy you're employing as you read these words may not be the ideal arrangement six months from now—unless you're using radio.

Large as the radio audience is during any given week in the year, radio surpasses itself during the vital hot weather months. In fact, of four major media, radio is the only one that does *not* lose any audience in summer. In fact, it gains.

A few simple statistics should make this point clear.

Here's how the number of hours all Americans spend with media vary from an average week in February to an average week in July:

Radio—up 89,000,000 hours; TV—down 652,000,000 hours; newspapers—down 22,000,000 hours; magazines—down 4,000,000 hours.

During an average summer week, radio increases in number of listeners and time spent with the medium. The audience is 11.4% above the average week in the year. These figures were developed from research compiled by A. Sindlinger & Co.

Why does radio's audience remain high and grow during summer? The answer is that radio fits into the season, is easy to enjoy, takes no effort. Whatever the warm weather

psychology, cold statistics show dramatic evidence of radio's summer status.

One big factor is the number of radios in automobiles, justifiably called "a medium in itself." The current radio-in-auto set count is placed at 38,000,000. Close to 90% of all new cars leave dealers' showrooms radio-equipped; about 80% of trade-ins are sold the same way.

Portable radios offer another plus for the summer-conscious advertiser. More than 3,000,000 portables were sold during 1958, many of them handy, wallet-sized transistor radios which often stray no further than their owner's breast pocket.

This companionship quality of radio results in impressive statistics like these:

Nearly half of all groups at parks, beaches and picnic grounds (where do you spend *your* summer leisure time?) carry portable radios with them, and more than two-thirds are in use at any given moment.

These figures take on significance when expressed in terms of what they mean to you.

Simply, they mean tens of thousands of new places to listen are created in your own marketing area during the mobile summer months when people are outdoors. Radio lets you talk to prospects getting to outdoor play areas. . . while they're having fun. . . when they're driving home.

All this, while effective reach of other media falters.

Of course, to these summertime "extras" should be added all the reasons why radio is an important *year-round* medium for coffee advertisers:

Cost—By any measurement, radio advertising costs less to use. Radio can deliver 1,000 families for less than a dollar.

Reach—Radio is certainly the biggest of media. Virtually all of America's homes own at least one radio set. Nine out of ten homes tune in each week.

The Right Audience—Radio's audience is better than 85% adult each and every hour of the day, which means a minimum of meaningless circulation among non-coffee users.

Teenagers—Some 97% of teenage girls, tomorrow's homemakers and coffee-drinkers, listen to radio each week an average of 16 hours and 34 minutes.

Point-of-use—To build an iced coffee drinking habit, or switch brand preferences, your message performs best when delivered while the product is being used. Through more than 26,400,000 kitchen radios (in more than half of all homes) you can tell your story while the coffee is being

brewed, the glass is being filled (or emptied), the shopping list is being prepared.

The Last Word—Radio insures coffee advertisers the "last word" with prospects on their way to shop. Research shows that radio reaches one-third of all coffee purchasers on the day they go shopping—41% more customers than are reached by the nearest competing medium. Moreover, radio accounts for 60% of the total time spent with all media—a figure nearly three times higher than for television, more than four times higher than for newspapers. These numbers are important since people are exposed to many selling messages and forget 60% of incidental information in less than half a day.

In addition, coffee advertisers can schedule announcements adjacent to a wide variety of homemaking or women's programs, gaining much from local personality selling power or integration of commercials into the program format.

One more factor can be added to the reasons why radio fits smoothly into your summertime media plans. For those roasters so inclined, radio can effectively promote instant as the basic ingredient in iced coffee. The speed and convenience of using instant coffee can be verbalized simply—"iced coffee in an instant"—with no loss because of lack of visualization. Radio works best when used in saturation—many messages of varying lengths repeated many times weekly on as many stations as possible. This simple iced coffee theme pushed on radio can reach the largest possible audience at the least possible cost.

The uniquely cost-efficient character of radio advertising also offers local roasters an opportunity to tie-in more completely with ice coffee "image" campaigns conducted by in-

dustrial groups. Roasters could devote a part of their commercial message to a strictly institutional pitch, or sponsor entire messages on the general iced coffee theme. Radio's actual, out-of-pocket savings makes this possible without sacrificing promotion effectiveness of individual brands. Too, coffee groups themselves can take advantage of radio's huge summertime potential.

41% jump in sales marks

record year for Webb Coffee

The Thomas J. Webb Coffee Co., Chicago, achieved the highest sales volume in its 75 year history during 1958, it was announced by Harry Kleckner, Webb vice president in charge of sales.

The gain represented a 41% increase in sales over 1957, he said. During the past calendar year, Webb has jumped from fourth to second place in sales among coffees sold in the Chicago area, he declared.

Mr. Kleckner said that the company has experienced a consistent sales growth since its purchase by the Continental Coffee Co., institutional coffee purveyors, in 1954. During the five years under Continental, Webb has shown a total sales increase of 155%, according to Mr. Kleckner.

He attributed Webb's increased sales to an offbeat newspaper advertising campaign and increased emphasis on in-store point-of-sale material.

He particularly cited the success of a new copper-colored can in upgrading the Webb brand image to complement an improved blend. He said that Webb had been successful in reawakening the loyalties of older customers while attracting many younger coffee drinkers.

VB

THROUGH THE YEARS A DEPENDABLE MARK

Coffee Importers

OFFICES AND REPRESENTATIVES

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NEW YORK 5, N. Y.

CABLE: "VOLKART"

getting iced coffee billboards into food stores

By TOM BUCK, Fuller & Smith & Ross, Inc.

Many opportunities exist to exploit iced coffee during the summer months. But most of these potentials are largely untouched.

Take full advantage of them, utilize consumer impulse buying habits, and your decline in summer coffee sales will be checked—even reversed.

Usual techniques for promoting coffee sales in the summer aim at exciting consumer appetites with new recipes for tasteful variations of iced coffee. These techniques are sound and should be continued.

But we can also take advantage of other factors in the merchandising policies of food stores.

Competent management people in the major food distributing companies always watch profit margins and totals in each department, study them carefully, and try to anticipate a net margin increase from the entire operation in each store.

They know that profit margins can be substantially influenced by offering the right combinations of merchandise—very fast moving items, like coffee, with slower movers which carry very high mark-up structures.

One such combination, for example, would be fresh strawberries, a high profit item, and iced coffee. This could be focussed on a tie-in with strawberry shortcake.

For the coffee roaster, such a tie-in offers favorable ground for a constructive approach to the food store people. It is a way of helping them make more money. Moreover, allied item promotions, like this one, can be handled without difficulty or much expense. What they need is re-planning of several of the standard in-store display pieces already present in the sales kits of representatives of roasters active on iced coffee.

Too frequently roasters take the easy way. They offer in-store display material with the single theme of "drink iced coffee and keep cool."

This approach—not thinking in terms of the food stores in which you place the material—isn't just unfair to your customers. It's also unfair to yourself. It means you'll sell less coffee, where you could readily sell more.

In place of the straight coffee approach, the broader theme of "Take a Summer Iced Coffee Break . . . with Shortcake" would find food store management much more interested. Point-of-sale material could be designed to fit the needs not only of the coffee department, but other departments as well, including fresh produce. Preferably, this in-store

promotion material would be in four colors, to make the most of appetite appeal.

This kind of tie-in has many advantages. In terms of the example we have used, here are some:

1. Greater consumer interest. You are giving yourself a wider appetite appeal—iced coffee and strawberry shortcake.

2. Greater retailer interest. He's hitching slow-moving but high profit items to fast-moving coffee. In this case, the tie-in items could go beyond the strawberries to prepared whipped cream, baking mixes, etc.

3. Greater impact for the display material. The in-store billboards for iced coffee are seen at many points in the store—with coffee, with fresh produce, with whipped cream, etc.

It's been estimated that a poster displayed in three different areas of a food store gets approximately 150% exposure to all the people shopping in that store. In other words, each shopper is exposed to the in-store billboard once, with large percentages seeing it twice and three times.

Variations of technique

Variations on this promotion technique can be endless.

For example, tie-ins with fresh picked corn. Most stores find it hard to get in-store promotion material which can be used to promote fresh ear corn. In most cases, ear corn is moved with price paddles as the only sales stimulant.

An iced coffee tie-in poster, in four-colors, with an appetite-appealing ear of cooked corn, running with butter, will certainly interest more retailers than a straight iced coffee approach. Of course, the iced coffee treatment on the poster would be no less appetite-appealing than the buttered corn. The result would be more iced coffee messages in the store, and more coffee sold, as well as more corn.

A simple study of the movement-and-margin factors of food store items will uncover dozens of such tie-up possibilities.

You can give yourself another "plus."

Take a look at the other promotion events in the food stores, determine which are the "usual" storewide promotions each year. Many of them—outdoor eating, picnic, easy-to-prepare meals—are really incomplete until the iced coffee element is added.

You might find, too, that in mastering this technique for iced coffee, you are giving yourself a new weapon for hot coffee, also.

cash in on the iced coffee impulse

food stores welcome point-of-sale material when it's properly designed, produced and placed — because it moves merchandise

By FRANK W. COPELAND, Eastern Sales Manager
Specialty Division
Container Corporation of America

In a once-a-year campaign such as iced coffee, point-of-sale promotion is vital.

The manufacturer of other retail products, which are promotable all year round, can lean more heavily on other media. He has more than one chance a year to get to the consumer at the place where Mrs. Shopper is going to buy the products which she has been preconditioned to buy through national advertising.

Iced coffee can be an impulse item. It is presold to the consumer through national advertising, which presents it to the public as a cooling and refreshing beverage. A campaign of this nature should carry the manufacturer's message in all types of media, with heavy emphasis on point-of-sale advertising.

All too often, though, point-of-sale display material is treated as an after-thought, if not forgotten entirely. Extensive advertising campaigns are launched by an advertiser with no thought at all of catching the consumer in the marketplace; or if displays are used in conjunction with a campaign, they are sent out on a hit-or-miss basis to retailers, with the hope that some of this material might be used.

The retailer, as we know him today, is a smart operator who is in business to make as much profit on his investment as he can. If you, as an advertiser, show him an integrated, well-planned promotion that will move merchandise at a profit, he will be ready and willing to take full advantage of whatever sales aids you have to offer.

Point-of-sale advertising can make your iced coffee promotion pay off in added sales by giving the retailer a vehicle through which he can increase his sales and profits.

Point-of-sale advertising display material can be used to advertise premium offers, related item sales, tie-in sales or special price sales. Properly designed, properly produced and properly placed at the retail level, point-of-sale material will move merchandise. Whenever a product is shifted from its regular place on a shelf and featured in a display, sales increase. The shift gives shoppers the idea that the product is something special, and they pick it up.

In order to promote iced coffee successfully, your in-store

display material must be integrated with your national and local advertising. If Mrs. Consumer can readily identify a display of iced coffee in a supermarket with a TV commercial which she saw last night, the impulse to buy will be much greater than if no such relationship exists. If your point-of-sale advertising is such that related sales can be stimulated, you not only help your product move but you help the retailer move other merchandise. This makes your display much more desirable to the retailer.

The Kraft Foods Co. has been very successful with related product promotions of this type, as have manufacturers of pancake mixes, who provide display material with which the supermarket operator can tie in the promotion of syrups, butter, jams and jellies. You must remember that the retailer is interested in profits. Your display is of interest to him only if it moves merchandise. Iced coffee on display in a supermarket can be readily related to many other food items and also so some non-food items.

By and large, there has been no really great effort by brand advertisers to push iced coffee through point-of-sale advertising up to this point. On the other hand, brand advertisers of iced tea have done a great deal to increase the sales of their product at the point-of-sale. It would seem to me that the coffee industry would endeavor to promote coffee as an iced beverage with more vigor than it has yet put into it.

It is my contention that coffee can be merchandised as a



A shopper looks at a jar of instant coffee in a summer 1958 island display in an Associated Market store in Malverne, L. I. The poster tied in with Carnation Milk and Betty Crocker Cake Mixes.

cooling beverage in much the same manner that soft drinks and iced tea are. Last summer a large food chain made an all-out drive to increase the sales of its own brand of tea as an iced summertime drink. Most of their advertising was of a local nature in newspapers. In conjunction with their newspaper and magazine advertising, they used a corrugated dump bin with a lithographed riser at the point-of-sale. The riser or display card featured a tall, cool looking glass of iced tea produced in full color. The corrugated dump bin was printed in four colors and depicted two sail boats sailing in a race. The overall effect of this very attractive display piece was one which convinced the shopper that it was simple to stay cool and refreshed simply by drinking iced tea. The sales gains attributable to the use of this attractive special display piece were substantial, to say the least.

Iced coffee as well as iced tea can be promoted as a cooling and refreshing summertime beverage through the proper use of point-of-sale display material in conjunction with national and local newspaper magazine, radio and television advertising.

Iced coffee displays can be designed to show iced coffee as a luncheon beverage with cold sandwiches and as a dinner beverage with cold meats or salads. Iced coffee can be shown on display material with warm foods as the cool refreshing drink that it is. A complete in-store promotion can be developed consisting of a special display which would stand away from the coffee section. Focusing on the same advertising theme, display cards and shelf talkers could be used in various sections of supermarkets. One of these could be designed to show iced coffee with salads, one could show

iced coffee on picnics and another might possibly show iced coffee with luncheon or with dinner.

Display material of this type used in other sections of supermarkets would tend to stimulate related-item buying of such things as produce, sugar, luncheon meats and pre-cooked frozen dinners.

A program such as the one briefly outlined here would work for national or regional brand advertisers of coffee. It would be necessary that the point-of-sale advertising be integrated with all other advertising. To be considered good, iced coffee point-of-sale advertising should provide the retailer with attractive display material which will help him move more merchandise—and turn over more coffee poundage for the roaster in the summer, when he needs the added volume most.

Brazil planning to use some surplus coffee to manufacture by-products

Brazil is preparing to extract edible oil and caffeine from surplus coffee this year, President Juscelino Kubitschek announced in his New Year's message to the nation.

Recalling that Brazil had burned coffee surpluses in the past, President Kubitschek said the by-product process had been developed by agreement with other Latin-American producing countries.

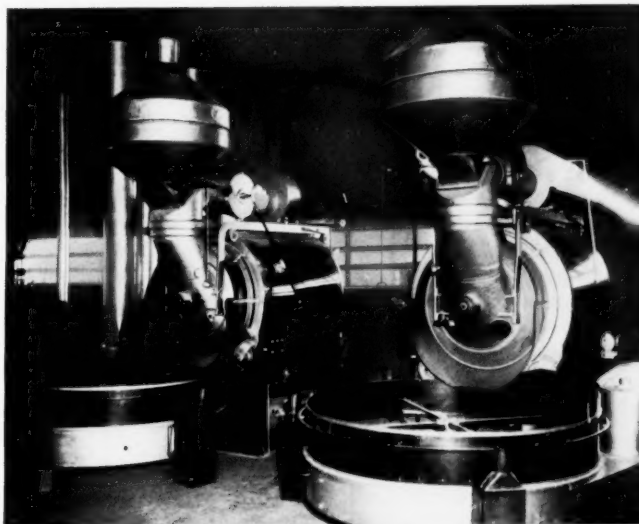
Two United States technicians arrived recently to help develop the extraction process, which the President said would be attempted in pilot plants in the states of Sao Paulo and Parana.



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selling iced coffee outdoors

how to use billboards in knocking out the summer slump

By WILLIAM F. FLOWER

Today increased poundage consumption is every roaster's goal, expansion and maintenance of brand sales his constant endeavor. Roasters have the additional problem of dealing with the summertime sales slump.

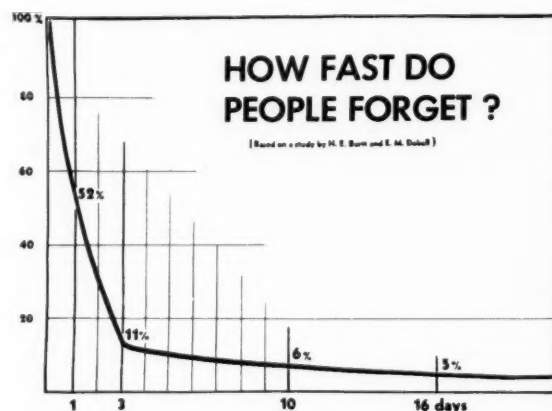
One solution is to create a demand for iced coffee during the warm summer months. COFFEE & TEA INDUSTRIES estimates that iced coffee has a \$100,000,000 "summer potential." The National Coffee Association has seen the beverage as "one of the main avenues to 8,000,000 more bags a year through 'just one more glass' per person per day."

Apart from iced tea, established as a traditional summertime drink in the public mind, the soft drink and malt beverage industries similarly have sold the public on the summertime enjoyment of their products.

Outdoor advertising has played an important role in each industry's success. Making it different from all other media is the fact that outdoor advertising doesn't circulate a message to a market—instead the market circulates around the message. While other media deliver their messages to people primarily during a period of indoor activity, outdoor provides an opportunity of reaching these same people outside the home.

Most people in a market area go outside the home regularly to work, shop or play. The Traffic Audit Bureau, New York City, in a study of Cedar Rapids, Iowa, a few years ago, found that 83.1% of the people ten years old and over go outdoors some part of every day and 95% go outdoors in a 30-day period.

Not only is the medium exposed to people out of doors,



Without repetition, this is how fast people forget your advertising.

but it has these other characteristics: It can be used to deliver a message simultaneously throughout the entire national market. It can be used to cover individual markets. It can be purchased market by market. Simultaneous with its use nationally, it can be tailored in frequency and coverage to meet special sales problems in individual markets within the national pattern. Outdoor, compared with the other major media, extends its operations into the market-place. It reaches the consumer on the way to buy.

Outdoor advertising can help the roaster realize his goal of more summertime coffee sales because it answers affirmatively these four questions which every such advertiser asks when he evaluates a medium:

(1) Will it enable me to reach the greatest possible number of people? (2) Will it attract attention to my iced coffee message? (3) Will it give my message the maximum amount of repetition? (4) Will it do these things for me at a reasonable cost?

How does outdoor advertising work for the roaster's benefit?

The outstanding physical characteristics of the outdoor medium are its *size* and *color*.

The poster's 300 square feet of advertising space enables it to flag the eye. Through contrast, the outdoor advertisement is conspicuous among its surroundings. Its huge size enables it to dominate its environment. With guaranteed visibility, it reaches people in a relatively "quiet" area apart



The Fleetwood Coffee Co., Chattanooga, used this striking billboard in its iced coffee promotion last summer. The focus was on instant.

Billboard ABC's

There are many forms of advertising in the outdoor area. The outdoor medium discussed in this article is the standardized outdoor medium. It is standardized as to size, display periods, market coverage, and circulation measurement. This medium comprises two main forms:

1. **THE POSTER** always 12' by 25', on which the lithographed advertisement is assembled from a number of sheets (usually 10) on the steel surface of the panel. Poster coverage is available in 15,000 markets throughout the country. The poster advertisement remains on display for 30 days. In each market there is an established number of poster panels to give the intensity of coverage the advertiser desires. These showings are arranged in grade of increasing intensity from, for example, the No. 50 on up to the No. 200 saturation showing. The number of poster panels in each showing intensity varies from market to market because of differences in population and geography. The location of each panel is determined by scientific circulation studies, so that all the posters in

each showing yield the maximum coverage of the market population. (Poster circulation by market is audited and published by the Traffic Audit Bureau, the medium's impartial authority for circulation values). Illuminated posters reach heavy nighttime traffic. Mass coverage with tremendous repetition are special values of the poster.

2. **THE PAINTED DISPLAY**, about one-third larger than the poster, on the average, is the custom-made form of the medium. Here the advertisement is hand painted directly on the panel's steel surface. Painted display contracts are usually for three years and the copy is changed every four months. Painted displays are located to dominate heavy circulation. Features are brilliant, realistic colors; dramatic, three-dimensional effects; action devices and ingenious lighting effects. The painted display delivers not only a very heavy circulation, but dominance and prestige for the product. An important development in painted display coverage is the "rotary plan," under which a single advertisement "rotates" at regular intervals from location to location until, at the end of a 12-month period, the advertisement will have covered all the strategic locations in a market.

from that where indoor media (magazines, newspapers, radio and TV) compete for their attention.

Outdoor's use of color also attracts attention and guarantees visibility. This is important in the medium's "memory" function. Exciting color permits the product illustration to stimulate strong appetite and thirst-quenching appeal: e.g. the beads of condensation on a cooling glass of iced coffee.

Outdoor's huge size and color stimuli enable the medium to command maximum attention.

The "human interest" picture of the poster and its package illustration are blended with short word copy, in accordance with outdoor's highly developed design techniques. The brevity, simplicity and completeness of the design telegraph the message to viewers as much as a good newspaper banner headline does. The short and concise message is absorbed in a matter of seconds. No heavy argument or step-by-step persuasion blurs the direct sales message.

Many authorities regard outdoor's special design requirements as the most difficult creative challenge in all advertising. Every element of outdoor design must be carefully analyzed for its ability to drive home the single dominating sales message.

The simple design, with its direct, concentrated and dramatic format (picture, color, short word copy and package illustration) induces powerful psychological effects on the mass audience.

Outdoor offers the roaster mass coverage, intensive repetition of his sales message, flexibility in his use of the medium, permanency of his exposed message—and all at a relatively low cost.

Because he must reach all prospective iced coffee users, a primary factor for the roaster's consideration is outdoor's coverage—the proportion of people in the market exposed some time during the 30-day period of the showing to his iced coffee message.

In addition to its Cedar Rapids research, The Traffic Audit Bureau made another study in Fort Wayne, Indiana, and found evidence of even further coverage. Its research showed a considerable turnover on successive days in the people comprising the traffic flow at any given location, with each location reaching many new people daily.

A No. 100 showing in a town of 50,000 population—say ten posters for 30 consecutive days—would enjoy a Traffic Audit Bureau-certified circulation of 1,117,000 per month.

These findings indicate outdoor's scope as a mass medium—how it achieves the purpose for which it is purchased, namely, to cover a market. It achieves this tremendous coverage, please remember, because individual poster panels are located throughout a market's high traffic points, giving the roaster's message maximum exposure in all sections of the market.

Due to its mass coverage, the medium sells the trade and the public simultaneously. Outdoor reaches food store and restaurant operators, all retail sales personnel, rack and delivery men, food brokers, etc., while it exposes the roaster's sales story to the general consuming public.

Another outstanding facet of outdoor advertising is its *intensive repetition*, which has inspired some students to call it "the medium of perpetual motion." The Traffic Audit Bureau finds that in Cedar Rapids, an average market, 93% of the people are exposed to the posted message of a No. 100 showing an average of 22 times per person per month. The daily multiplication of the outdoor message, so important in impulse buying today, identifies brand, package and trademark at an unparalleled frequency rate, roasters have found.

Outdoor's tremendous repetition can make the roaster-

(Continued on page 72)

CBI launches "Golden Cup" contest for public feeders; stimulates better brewing

A contest designed to encourage the finest coffee beverage possible in public feeding establishments throughout the country has been launched by The Coffee Brewing Institute. Winners will be awarded a handsome "Golden Cup" wall trophy.

Contestants will submit samples of the beverage to be judged. Each will be subjected to a soluble solids analysis test. To win, the samples submitted must fall within the ideal area established on the CBI brewing control chart. Cleanliness will also be a factor in choosing those eligible for the award.

The contest is an internal one for each public feeding organization.

The contest, open to all types of public feeders, can produce multiple winners. In case of ties, each winner will receive a trophy. Duration of the contest is generally limited to two weeks, unless otherwise specified by the participant.

First entrant in the "Golden Cup" contest, which has been underway since January 5th, is the eastern division of Greyhound Post Houses, made up of 32 outlets.

The Institute will supply contestants with brew sample kits for \$6.00 each. This fee covers the processing of samples, the plotting of results on a graph, and recommendations for improving brewing procedures, if necessary. Check lists will be provided free of charge.

Supervisors of establishments competing will collect

Tom Prettyman named NCA chairman; full convention report in next issue

Thomas J. Prettyman, of the Paxton & Gallagher Co., Omaha, was elected chairman of the National Coffee Association at the 48th annual convention, held last month in Boca Raton, Fla.

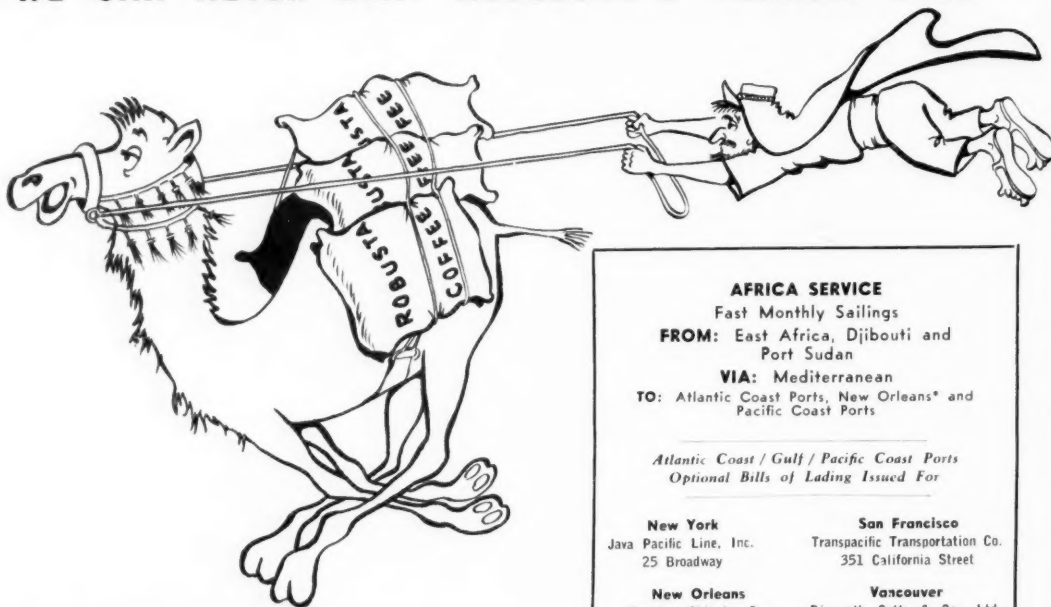
Other officers named were Arthur A. Anisansel, Imperial Commodities Corp., New York City, vice chairman; J. A. Durland, Cain's Coffee Co., Oklahoma City, treasurer.

A full report on the convention—business sessions and social activities, in words and pictures—will appear in the next issue of COFFEE & TEA INDUSTRIES.

samples and check procedures at unannounced times. Samples must be taken from each set of equipment during each shift. Sampling is accomplished by drawing off into a bottle two ounces of thoroughly mixed brewed coffee, which is forwarded to The Coffee Brewing Institute for processing.

Supplementary materials which have been prepared by CBI and offered at cost to contestants include an announcement flyer to restaurant personnel, which can be posted on bulletin boards, table tents for distribution at competing establishment, wallet card certificates for presentation to individual members of the brewing staff at the winning restaurant, and "Golden Cup" cigarette lighters, which may also be distributed to individual staff members.

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TO: Atlantic Coast Ports, New Orleans* and Pacific Coast Ports

Atlantic Coast / Gulf / Pacific Coast Ports
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San Francisco
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351 California Street

New Orleans
Strachan Shipping Co.
1607 American Bank Bldg.

Vancouver
Dingwall, Cotts & Co., Ltd.
802 West Hastings Street

* Direct or with transshipment

making the most of merchandising

By DONALD CADY, Vice President—Advertising and Merchandising
The Nestle Company, Inc.

People in the coffee trade have learned a new twist to that old saw about leading a horse to water and trying to make him drink. In coffee parlance it goes as follows: You can put a brand of coffee on the store shelf but you can't make a customer buy it.

The Nestlé Company, Inc., of course, is not the only company that faces this problem. Manufacturers and retailers everywhere recognize it as a fundamental fact of business, and it doesn't matter whether they're trying to merchandise coffee, refrigerators or toy balloons. We all know the customer has to have a *desire to buy* just as a horse has to have a desire to drink.



If the desire to buy doesn't exist, or if it appears to be latent, it's the job of the coffee manufacturer to *create* the desire. Creating a desire that people didn't know they had—that's the essence of good merchandising.

The Nestlé Company, Inc., admittedly, knows very little about how to stimulate a thirst in horses, but it *does* have ideas on how to sell instant coffee. This is a time when we think such ideas will pay off as they never did before. The reason is simply because competition in the coffee industry is greater than it ever was before.

Years ago, you may remember, most coffee manufacturers were content to let the quality of their product speak pretty much for itself. They did little to publicize their product and point up its merits because it really wasn't necessary at that time. Advertising was still in its infancy and merchandising techniques were largely undeveloped.

Today everything is different. A manufacturer must not only make a meritorious product but he must have a good merchandising program for it, too. Nestlé's has a high quality product in its Nescafé, but it still takes a lot of well planned merchandising to make the product sell.

There is still a great need for quality today, but there is an additional need to *remind* people that they can get and are getting that quality. Without reminders of this sort, a lot of well satisfied customers might get "thirsty" and switch to another brand simply on the strength of its advertising claims. People have a way of responding to the suggestions of coffee advertising. As a matter of fact, they quite often believe what they read and hear before they believe their own taste.

There's no doubt about the effectiveness of advertising. It should not only serve to gain more customers, but as you can see, it should also help to keep the customers that a manufacturer already has.

Getting Nescafé accepted by the public was a slow process that dated back to 1938, the year that the product was first introduced upon the market. Nescafé not only faced the usual problems of a new product but was also on trial as a revolutionary new concept in the coffee industry. Never before had there been a coffee that offered such a savings of time and ease of preparation.

From the outset, we at Nestlé's felt it would be imperative to launch a strong advertising and merchandising program to sing the praises of the new product. From our analysis of the market at that time, we suspected that there was a strong desire on the part of the public for an easy-to-make cup of coffee. So we went all out on advertising and sales promotions.

That we were right in our analysis has been borne out, of course, by the way Nescafé captured the imagination of coffee drinkers everywhere. Our instant coffee made a small but appreciable dent in the market that first year, and has continued to register a steady increase in sales ever since.

Except for a period during World War II when the production of Nescafé went largely to the Armed Forces, Nestlé's has not abated its efforts to point up the merits of the product. Our initial experience made us confirmed believers in the powers of persuasion through the repetition of key selling words and phrases.

We naturally sought to play up the idea of convenience. We educated the public to the meaning of *instant* coffee until the name has become part of our everyday vocabulary.

The "instant" idea won a lot of converts during the early years, though consumer studies showed that many people, particularly housewives, were holding back out of pride. To them, coffee making was a culinary art that required a lot of skill and deftness. They didn't want to be told how to make a cup of coffee, and they pooh-poohed any brand that took all the mystery out of coffee making.

As you can see, we had to be careful with the way we advertised our instant coffee lest we antagonize these people. It was necessary to soft-pedal the ease of preparation. Too many coffee drinkers clung to their old fashioned ideas, refusing to admit that a good instant coffee could be consistently as good as a regular coffee.

At the outset, before instant coffee underwent an improvement in flavor, there was some substance to their opinions. Today, however, manufacturers are learning the secrets of making a delicious cup of instant coffee and there is no longer any reason for people to "hold back." In the better brands, instant coffee has that satisfying coffee taste and even possesses an aroma that was hitherto exclusive with the regulars.

Through its efforts over many years, Nestlé's has succeeded in building a loyal following for its Nescafé. Millions are now drinking our product, but we do not believe

in coasting on our reputation. There is still a potential for many millions more. The market for instant coffee is presently gaining faster than the rate of population growth, and nobody really knows how long it will continue.

This indicates that instant coffee is still going through the process of being "accepted." Smart merchandising can greatly help to speed up the process, of course, and that is why Nestlé's continues to place so much emphasis on its merchandising operations.

In this competitive field, we cannot close our eyes to the fact that there are other high quality instant coffees on the market in addition to Nescafé. Manufacturers know that they must have a first class product nowadays in order to survive. With so many good coffees now available, you can see how merchandising can make the difference between selling and not selling.

When I speak of merchandising, I assume it is keyed to some sort of master plan. We must get our message across to the millions who have not yet been won over to instant coffee; yet there must be a clear sense of direction in our whole approach. Merchandising must not be helter-skelter and diffuse.

To illustrate, Nestlé has conducted a number of extensive surveys which indicate that half the sales of instant coffee in this country are now being made in some 40 major marketing areas. These areas, for the most part, are centered around principal cities where a great number of chain stores are known to exist.

It is in these areas that public opinion is molded the fastest. As a general rule, people in the rural areas tend to follow the lead taken by their city brethren. That is why we feel it is in our best interest to direct our merchandising primarily to the urban population. Once we succeed in generating a basic interest among the city dwellers, it should not be too difficult to bring the others into our camp as well.

It is interesting to note that metropolitan New York and Los Angeles are the biggest users of instant coffee. Of the 4,378,000 families in Greater New York, about half are now using instant coffee, according to the latest figures issued by the Pan-American Coffee Bureau. Though this proportion is high, New York is still the number one target in the Nestlé overall merchandising program.

To dwell on New York a moment, our sales staff firmly believes there is a tremendous potential in this area. The market for instant coffee is far from reaching the saturation point, and our own merchandising operations have yet to be affected by the law of diminishing returns. In point of fact, New Yorkers are more receptive at the present time to making a switch to instant coffee. And there are millions on non-Nescafé drinkers still left in the nation's biggest metropolitan center.

This has convinced us that a coffee manufacturer will stand to get more out of his advertising dollar by spending it on an area that is ready for a change. In the coffee industry it is almost possible to say: As New York goes, so goes the nation.

There are, of course, countless ways of promoting instant coffee once you have decided on the areas of concentration. There's a lot to be said, for instance, for the technique of publishing ads which always associate instant coffee with some other food. According to advertising theory, this establishes an identification for the product, so that it always

Trade Roast

By DOUGLAS WOOD



"I call your two Santos and raise you one Medellin."

comes to mind at the mention of the other food. Thus, we speak of having our instant coffee with our donuts or with our ham and eggs for breakfast.

In the summer, when coffee sales are apt to sag, it helps to play up the advantages of instant coffee as a picnic item. When people find how delicious instant coffee can be on a picnic, it usually doesn't take them long to adopt instant coffee for other occasions as well.

Generally speaking, Nestlé's tends to favor the general basic flavor and enjoyment approach in its advertising of instant coffee. We believe in hammering away at the simple theme that instant coffee makes flavorful and wonderful cup of enjoyment. No meal should be complete without it. In the long run, this is the kind of advertising that will pay off.

Yarborough merged with Cain Coffee; to expand Corpus Christi operation

The Yarborough Coffee Co., Corpus Christi, Texas, has been merged with Cain's Coffee Co., Oklahoma City, Okla.

Frank R. Yarborough, president of the Texas company, said the newly consolidated organization has been chartered under the name of Cain's Coffee Co. of Texas.

The Texas portion of the business will continue to operate under the name of Yarborough and the Oklahoma operation will continue to be known as Cain's. The combined company will market coffee under both brand names.

Other officers of the new firm are O. G. Cole, of Tulsa, vice president, and William Morgan Cain, of Oklahoma City, secretary. Cain's owns plants in Oklahoma City, Tulsa, Wichita, Kan., and St. Louis.

Mr. Yarborough said the combined company plans to import coffee through the port of Corpus Christi. Since 1942 Yarborough has received most of its imports through New Orleans and Houston.

He said the company expects to double the number of employees in Corpus Christi in three years.

Coffee purchases by U. S. housewives gained 1.6% in 1958; instant's up 6.3%

U. S. housewives purchased almost 26,000,000 more pounds of roasted coffee in the form of both regular and instant in 1958 than in 1957, a gain of 1.6%, according to figures released by the Pan-American Coffee Bureau.

Household use of regular coffee reached 1311.7 million pounds in 1958, compared to 1306.2 million pounds in 1957.

Measured in two-ounce units, purchases of instant coffee amounted in 923.7 million in 1958, a rise of 6.3% over 1957, but a much lower rate of increase than experienced in several previous years.

Housewives enjoyed lower prices during the year, with regular coffee at retail dropping from an average of 92¢ per pound in 1957 to 82¢ in 1958. Instant coffee also showed proportionate drops, from 45¢ per two-ounce unit in 1957 to an average of 40.6¢ in 1958.

Subsequent declines since the first of the year have brought the current average price of regular coffee down to 76¢ per pound and instant coffee to 38¢ per two-ounce jar, the lowest levels since 1950, the Bureau reported.

For the last quarter of 1958, compared to the same period in 1957, total household purchases of roasted coffee for all purposes were up 0.9%, with regular coffee purchases off 0.1% and instant increasing only by 4.8%.

Betner, Jr., Holbrook named to flexible packaging executive posts by Continental Can

Benjamin C. Betner, Jr., a vice president of the Continental Can Co., has been appointed vice president and general manager and Herbert Holbrook has been appointed general sales manager of the company's flexible packaging division, William M. Cameron, executive vice president in charge of glass and plastic operations, has announced.

Mr. Betner, who was formerly sales vice president for glass and plastic operations, joined Continental in 1953 when it acquired the Benjamin C. Betner Co., of which he had been president.

Mr. Holbrook was formerly associated with the Standard Packaging Co. and Crown Zellerbach Corporation.

Mr. Cameron reported that Fred Winslow, formerly general sales manager of the division, has been appointed assistant to the vice president and general manager.

CBI directors reelected

The full roster of the board of directors of The Coffee Brewing Institute, Inc., was reelected at the annual meeting of the members of the corporation, held at the Boca Raton Hotel and Club, Boca Raton, Florida, last month.

Those reelected include Andres Uribe, Manuel Proto, Carlos Cordero d'Aubuisson, T. Carroll Wilson, and Phillip I. Eisenmenger.

Our second quarter-century

L. NEUGASS & CO., INC.

135 Front Street, New York 5, N. Y.

COFFEE IMPORTERS

Direct Connections with Producing Countries

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NATIONAL COFFEE ASSOCIATION OF U.S.A.

YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

8—GRANULATORS

This four-page bulletin with pictures and specifications on a new line of coffee granulators. The bulletin describes capacity and dimensions, special finishing rolls, operation and maintenance, replacement heads, etc. Jabez Burns & Sons, Inc., 11th Ave. at 43rd St., New York City.

9—MODERN FILLING MACHINES

A four-page illustrated folder describes a complete line of modern filling machines and packaging machinery for virtually any of your needs. Stokes & Smith Co., 4962 Summerdale Avenue, Philadelphia 24, Pa.

10—URN BATTERIES

This four-page illustrated folder describes a series of coffee urn batteries considered by the manufacturer to be "as modern as 1961." Included are full details and specifications, including information about the gridded riser recommended by The Coffee Brewing Institute. Cecilware-Commodore Products Corp., 199 Lafayette Street, New York 12, N. Y.

11—PACKAGING EQUIPMENT

Modern rebuilt and fully guaranteed packaging and processing equipment is covered in this eight-page illustrated folder. Machines range from wrappers to cappers, from bag makers and fillers to grinders. Union Standard Equipment Co., 318-322 Lafayette St., New York 12, N. Y.

12—NEW PACKAGING EQUIPMENT

New can and jar packaging equipment is described in Bulletin 306, a four-page illustrated folder. It details the feature of equipment which automatically feeds, fills, packs and ejects cans and jars, with extreme and consistent accuracy. B. F. Gump Co., 1325 Cicero Ave., Chicago 50, Ill.

13—STORE GRINDER

This illustrated bulletin describes the new Super Grindmaster Model No. 500, which supersedes the company's regular Grindmaster, featured for the past four years. Operation is fully automatic. The grind plate is on the front of the machine, in full view of the customer, and the grinds are indicated with an illustration of the brewing device, as well as by name. American Duplex Co., 815-827 West Market St., Louisville 2, Ky.

SPICE MILL PUBLISHING CO.

106 Water St., New York 5, N. Y.

Please send me the following booklets:

8 ☐ 9 ☐ 10 ☐ 11 ☐ 12 ☐ 13 ☐

Firm Name
Street Address
City and State
Signature Title

"Mark my word"

By MARK HALL



PICKING EXECUTIVES

It is in picking good executives for your business that you can hit the jackpot in profits.

You can't produce good managers like the magician picks rabbits out of an old hat.

The best place to get good executives is out of your own business. In picking them from your own firm you will stimulate sleepers, men who have never been inspired before. That means you have to be smart enough to recognize a potential when you see one.

All the boys who test high are not necessarily college graduates. Going through college is just a screening process for the business man.

You have to pay a good prospect ahead of his earning capacity at the time. If you have the right man, the investment should pay off.

No man can learn a game without playing at it. Give the boy something to test his ability. Don't be afraid of his mistakes. Note if he can overcome them.

Native genius doesn't need time to develop. Experience is mostly for the plodders. Of course, you can't turn him loose entirely. Keep a rein on him—but not a short one.

Many a good business has died a premature death because the man who started didn't know his blank spot, understanding men and how to pick them. To be a big shot, be humble enough to recognize a man who may be superior to you.

Offer your prospective executive a career and a good life—and really give it to him. Then listen sometime when your presence is not known, and you will hear things which will make you think it was all worth while.

Wisconsin tree adds to coffee crop

The most exotic tree in Door County, Wisconsin, is a full-size coffee tree grown by Lonnie Kopitzke, Ellison Bay high school youth.

The tree bore its first crop last spring and recently produced its second crop, several hundred beans.

Lonnie's father, editor of the weekly Door Reminder, plans to serve his son's own brand of coffee to the local Lions Club.

The tree was started nine years ago, when Lonnie planted six seeds sent him by the president of a coffee company in reply to the boy's letter asking for information.

Solubles

developments among public feeding outlets

Maxwell House tests 10-ounce jar

A ten-ounce jar of instant coffee is being test-marketed in the Cleveland-Youngstown area by the Maxwell House Coffee Division of the General Foods Corp., according to Supermarket News.

The company has 100% distribution on the new product in the area. A full-page color advertisement the inaugural week was followed by half-page ads in succeeding weeks.

The instant coffee was introduced with a 25¢ refund label across the face of the jar in Cleveland supermarkets, while in Youngstown, the product did not have the benefit of an introductory offer.

The glass container and label is the same as on the regular Instant Maxwell House six-ounce jar.

Nestle puts two instant coffee brands in 8-ounce sizes

Families who use at least 12 ounces of instant coffee a month account for about 75% of all instant coffee sold in the United States.

This fact is reported by the Nestle Co., White Plains, N. Y., which has put two of its instant coffee brands—Nescafe and Nestle—into eight-ounce jars.

The company claims it is the first national roaster to introduce an eight-ounce size, although regional roasters and some regional chains have such a size.

Ehlers introduces low-caffeine instant coffee

An instant coffee with a low-caffeine content has been added to the traditional coffee and tea line of Albert Ehlers, Inc., Brooklyn, N. Y. It is being marketed under coffee and tea line of Albert Ehlers, Inc., Brooklyn, N. Y. It is being marketed under the tradename of "LO-CAF."

Peak production and distribution is expected early in 1959, Edwin A. Ehlers, Sr., vice president of the company, announced. LO-CAF will be fully promoted with campaigns on television and in print, to reach the consumer as well as the institutional market.

A laminated Glassine seal is glued to the inside jar top to retain factory freshness and aroma.

An additional sales message, in the form of Ehler's "butler" trademark, in a repetitive pattern, is reverse printed in blue against the white semi-opaque background provided by the inner Glassine seal.

The 97% caffeine-free coffee is packaged in a four-ounce glass jar, with an attractive three-color printed label and cap designed by Package Design, Inc., New York.

Test-market Yuban, premium instant coffee

Yuban, a new premium instant coffee made by the Maxwell House Division of the General Foods Corp., has been test-marketed in San Diego County, it is reported by Printers' Ink.

It was given a send-off with an ad campaign in spot radio, TV, newspapers and outdoor.

District sales manager Russell Stange pronounced the test "phenomenally successful."



Send for your sample today and see why East Coast Coffees outsell Other private brands, even those selling at much higher prices. Quality counts.

601 West 26th St., New York 1, N. Y.

Tel: BOWling Green 9-0050

Test Our Instant Coffee and See for Yourself!

The secret of the success of East Coast Private Brand Coffee is this: only full roasted sweet drinking coffees are used, in a full flavored and aromatic blend. It's rich, heavy bodied, fragrant. Extra long flavor life is assured by removing all fats and oils.



Cable Address: NATHORCOF, N. Y.

Marketing

advertising . . . merchandising . . . promotion

Miley, Oehmig named by Fleetwood Coffee

as general sales manager, sales director

Promotions of two of the top sales executives in the Fleetwood Coffee Co., Chattanooga, Tenn., have been announced by Overton Dickinson, president.

Harry L. Miley is the new general sales manager and Lew Oehmig, former vice president and sales manager, has been promoted to vice president and sales director.

Mr. Miley has been with Fleetwood since June, 1957. He is a native of Denham Springs, La. He received his education at Denham Springs High School and holds degrees from the Harvard Graduate School of Business Administration, Louisiana State University and Southeastern Louisiana College.

He served two years in the Naval Air Corps, from 1944 to 1946. After military service, Mr. Miley was associated with the accounting division of the Esso Standard Oil Co., Baton Rouge, La.

Mr. Oehmig, a native Chattanooga, is one of the best known golfers in the South, having won a number of local and state titles. He is a graduate of Baylor School in Chattanooga and the University of Virginia Law School.

He served four years in the Navy during World War II and was associated with Coca-Cola Co. (Thomas) before joining Fleetwood 11 years ago.

Butter-Nut Coffee to be handled

by two new advertising agencies

The Paxton & Gallagher Co., Omaha, packer of Butter-Nut Coffee, both regular and instant, has ended a 35-year relationship with the Buchanan-Thomas Advertising Co.

The \$1,500,000 account has been split between Tatham-Laird, Chicago, and the D'Arcy Advertising Co., St. Louis.

Tatham-Laird, which begins billing on the account March 1st, will handle all of the company's advertising east of the Rockies.

D'Arcy took over its portion of the account January 1st and is handling all advertising west of the Rockies.

Tatham-Laird's billings will amount to more than \$1,000,000 while D'Arcy's portion will be between \$400,000 and \$500,000.

Of the Paxton & Gallagher budget for regular coffee in 1958, 52% went into TV, 34% into radio, 9% into newspapers, 2% into farm papers and the rest into miscellaneous media for Butter-Nut regular coffee.

A total of 57% of the instant budget went into TV, 24% into radio, 15% into newspapers and the rest into miscellaneous media.

The agencies were chosen by a Paxton & Gallagher management board which included W. Clarke Swanson; his brother, Gilbert C. Swanson, board chairman; Thomas J. Prettyman, senior vice president and director; Lester W. McBride, senior vice president and general manager; and two newly appointed vice presidents, Donald R. Keough, director of marketing, and John L. Coffey, sales manager.

The Swanson brothers purchased the company last fall.

SCHAEFER KLAUSSMANN CO., INC.



• 99 WALL STREET, NEW YORK 5, NEW YORK

• 302 MAGAZINE STREET, NEW ORLEANS 12, LA.

Coffee Importers and Agents

Dear Sir

LETTERS TO THE EDITOR

Dear Sir:

I want to congratulate you, and all others concerned, on your recent publication of "Advances in Coffee Production Technology." (November, 1958, issue of COFFEE & TEA INDUSTRIES—Ed.)

I read it from cover to cover, hope to read it again for better understanding. Although some of it was beyond my technical grasp, I found much of it fascinating and all of it interesting.

It is, indeed, a worthwhile contribution to the industry, which I hope will be repeated at not infrequent intervals.

John E. King, Jr.

King Coffee, Inc.
Detroit, Mich.

Dear Sir:

Thank you for your letter of December 10th. This follows up nicely the satisfaction I have in seeing and reading that fine November issue on "Advances in Coffee Production Technology."

Your excellent editorship, and the strategic aid of Dr. Sylvain in this, will put in your debt not only coffee people but scientists of tropical agriculture in the broader sense. I think it is a wonderful thing . . .

There has been some interesting response to me about your coffee advances number. Everyone is most grateful for it. All are high in its praise, without exception, I think.

Dr. Frederick L. Wellman

Phytopathologist, in Charge of Coffee Project
Agricultural Experiment Station
Department of Plant Pathology
University of Puerto Rico
Rio Piedras, Puerto Rico

Dear Sir:

The words of the December column by Mark Hall, ré the coffee executive and his secretary—though they may be in jest—are very much unfounded!

Your insinuation that once a gal reaches 30 and is unmarried any man will do, sound strictly as though coming from the lips of one of these men who think that they are God's gift to women (and because there are some like that, I don't get the impression that all men are of that particular type, thank Heaven!)

I'm over 30, single and it's true, would like to marry some day if the *particular* man in whom I could become that interested should show up—not because of any stigma associated with being a career woman, but because old age without companionship and love do not appeal to me. However, until that time, no boss of mine need to "raise my temperature now and then" to make me happy.

All this woman employee wants from her boss is a bit of appreciation, a knowledge that her boss recognizes when she does a good job, minus a sense of tension. The boss who doesn't take himself too seriously is the very best kind!

Hope you get a few other protests from a few of the career gals who can't be typed in such a manner.

Dorothy Van Schaick

Beech-Nut Packing Co.
Canajoharie, N. Y.

FEBRUARY, 1959

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On the menu

Developments among public feeding outlets

Most office workers in U. S. and Canada now have two coffee breaks daily, study shows

The majority of office workers in the United States and Canada now have two coffee-breaks a day rather than one, the National Office Management Association reports in a special bulletin to its 18,000 members.

In preparing its new study, the association's National Research Committee interviewed nearly 2,000 member companies and found that 81% have regularly scheduled coffee-breaks and that another 14% allow their workers to have coffee, even though there is no regular coffee break period. This leaves only 5% with no coffee at all during working hours.

The report provides a powerful sales tool for coffee roasters in the institutional market. Copies of a six-page brochure containing the full report are being made available to the trade, at cost, by the Pan-American Coffee Bureau, 120 Wall Street, New York 5, N. Y. The price is ten cents each for minimum quantities of 50.

"Slightly more than three-quarters of the companies in the U. S. and Canada who have regularly designated coffee-breaks have two of them a day," the association's bulletin states. "Regionally, the western section of the United States is far in the lead in this policy. That is, 93% of the com-

panies in this section have two coffee breaks a day, while in the eastern section the percentage is 65. In Canada, 80% of the companies have two per day."

How does the boss feel about the coffee-break? Most employers, the association reports, seem to like it for its morale value, and only a small number, 3%, have any plans for discontinuing it. A continuing difficulty, however, is getting the worker back on the job after the coffee-break is over, but this was the only major problem mentioned by the employers in the survey.

Though the main popularity of the coffee-break has come about in the years since World War II, the association's survey shows that in certain companies the custom has a long history. One firm has had regular coffee-breaks for 40 years and four companies reported that coffee has been served to their employees for 35 years. A fourth of all companies, on the other hand, had no coffee-break at all five years ago.

Coffee is by all odds the favorite office drink in both Canada and the United States. Tea is in second place in Canada, while soft drinks are second in the United States.

Most coffee for the coffee-break is served at 10¢ a cup and the two most common ways of obtaining the beverage are from the company cafeteria and the vending machine. The period allowed by most employers for the coffee-break is 15 minutes, although some specify ten minutes and a few, five minutes.

The National Office Management Association is a professional association with members in the United States, Canada, Mexico and other countries, and with chapters in 174 major cities.

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**New 50-cup automatic percolator
is designed for heavy duty use**

A new heavy-duty Java-Matic 50 cup automatic percolator by Wear-Ever Aluminum, Inc., New Kensington, Pa., is designed to fit into any coffee serving operation, the company has announced.

Made of highly polished aluminum, the percolator has a secondary heating unit which keeps coffee hot at a sustained temperature until used. A red signal light indicates when the coffee is ready. Handles and cover knob are Bakelite.

A glass coffee-level gauge is enclosed in an aluminum housing. The percolator has a Tomlinson non-drip self-closing faucet which can be set for free flow. It has 25 and 50 cup markings for coffee and water.

The percolator will plug into any 110-volt outlet. The height of the appliance is approximately 22 inches, and the diameter over the faucet is about 14½ inches.

The Wear-Ever Java-Matic is approved by the Underwriters Laboratory and the National Sanitation Foundation.

Woodward captures Hill-Shaw trophy

The George Woodward Co., Denver, is the winner of the 1958 President's Trophy for outstanding sales achievement, awarded annually by the Hill-Shaw Co., Chicago, to the representative with the best all-around sales record on its Vaculator line of restaurant coffee-making equipment.

The Trophy, presented by Henry Perlman, president of Hill-Shaw, is a traveling award, with Mr. Woodward the fifth winner. The representative winning the Trophy three times is given permanent possession. This is Mr. Woodward's first win.

Prior winners include George Giard, Dallas, a double winner in 1955 and 1957; Raymer-Brand, Seattle, 1954; and M. A. Shirley, Auburn, Calif., 1956.

Heads sales for Interstate United Coffee

Sam Horowitz has been appointed national sales manager of the Interstate United Coffee Corp., said to be originators of freshly brewed coffee through automatic vending machines.

He will work out of the national headquarters of the company in Chicago, according to Paul Rosenbaum, chairman of the board.

Mr. Horowitz, formerly sales manager for David O. Selznick Productions, has been given the job of meeting the enlarged demands of business and industry for the automatic vending of foods.

Today, in addition to freshly brewed coffee, Interstate machines vend ice cream, candy, pastry, soup, hot canned foods, soft drinks, hot and cold sandwiches and even a fully prepared meal.

Ehlers Coffee with new advertising agency

Albert Ehlers, Inc., Brooklyn, N. Y. is switching its coffee account from Dowd, Redfield & Johnstone, Inc., to the Co-Ordinated Advertising Corp.

The account, with billings of about \$500,000 a year, has been at Dowd for six years. Most of its advertising dollars have been spent in radio.

FEBRUARY, 1959



Leon Israel & Bros., Inc.
Coffee Importers

NEW YORK
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Jim O'Connor retires; Jewel Tea's

"Mr. Coffee" in industry 39 years

James M. O'Connor—"Jim" to the coffee industry—has retired from active service as vice president in charge of imports for the Jewel Tea Co., Inc. He will continue to serve on a part-time advisory basis for several months.

Connected with Jewel since 1920, it was in 1928 that he moved to the company's New York City coffee office and took over the responsibility for buying and blending Jewel coffees, which are sold from coast to coast on the company's home service routes, and in the chain of 212 Jewel Food Stores in Chicago and Southern Illinois.

"Jim" O'Connor's record as a coffee man is synonymous with the most eventful, not to say turbulent, era known to the coffee industry of the United States.

In 1934 he was a member of a group invited by the Brazilian government to tour that country's coffee plantations as its guest.

He served as a member of Brewing Committee of the Inter-American Coffee Board from 1942 to 1950, and as chairman for a year.

During World War II, he served as a member of the Advisory Committee of the OPA and the Department of Agriculture.

He was chairman of the Army Advisory Committee on Coffee from 1940 until 1958. Major General Hugh MacIntosh, executive director of the Military Subsistence Supply Agency recently commented in a letter to Mr. O'Connor:



Jim O'Connor. Here's what NCA President John F. McKiernan said of him: "Personally, and as president of the association, I recognize with deep respect our indebtedness to him for his untiring efforts, patience and sense of quiet leadership in all matters affecting the best interests, not only of the association, but of the entire coffee industry. Our board of directors at its last meeting went on record as showing its great love and respect for Jim by electing him unanimously an honorary member in the National Coffee Association."

"The care with which examinations of coffee received at this port have been handled, both as to the selection of coffee tasters and as to procedure to assure blind testing, has resulted in an absence of complaints which is phenomenal in so subjective an area. The willingness of all members of the committee, but particularly yourself, to give this Agency the benefit of your impartial advice and knowledge of the industry has been of the greatest help in keeping the Armed Forces coffee program practical and efficient."

Mr. O'Connor became a member of the board of directors of the National Coffee Association in 1942, served as its president for the 1953-54 term, and chairman of the Board of Directors the following year.

He was also active in the New York City Green Coffee Association.

In 1938 he was elected vice president, and in 1940

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became its president, serving in that capacity for two years.

Gordon Hunger, who has been associated with Jewel's New York coffee office since 1930, succeeds Mr. O'Connor as manager of that office.

Schlough retires after 53 years

with George F. Hellick Coffee Co.

Theodore H. Schlough, secretary and treasurer of the George F. Hellick Coffee Co., Easton, Pa., retired last month after 53 years of continuous service.

Mr. Schlough was active in the company since its founding, having started work during the first week of its operations.

He started as the stock clerk, advancing himself through the sales department. In 1918 he was elected secretary and treasurer, in which capacity he was active until his retirement. Mr. Schlough is remaining as a director of the company.

He is a past director of the National Retail Tea and Coffee Merchants Association.

"Dory", as he is known to his many friends, is an ardent fisherman and is looking forward to fishing at his favorite spots in Pike County, Pa.

Harding joins Paxton & Gallagher

Charles Harding III, formerly a partner in the Buchanan-Thomas Advertising Co., has joined Paxton & Gallagher as assistant director of marketing.

Look into coffee import quotas, OAS urges consuming countries

The Council of the Organization of American States (OAS) called on consuming countries to study urgently the possibility of imposing import quotas on coffee.

The council approved a resolution adopting the recommendations of a five-nation working group.

The suggestion that importing countries impose quotas was originally made by President Jose Maria Lemus of El Salvador in a message sent to the chief executives of the United States, Brazil and Colombia.

The OAS council also asked the board of directors of the Latin American Coffee Agreement and the International Coffee Study Group to consider further measures to stabilize the market.

They include: a renewal of efforts to get the European and African producing nations to join in an agreement to withhold coffee from the market; a start in efforts to reach an agreement to limit coffee cultivation.

Brazil reaffirmed its interest in seeing the United States establish import quotas for coffee.

Lucillo Haddock Lobo told the Organization of American States that a U. S. import control system would have to take into account the "historic" position of supplier countries in any apportionment of its coffee-buying.

Coffee output in India

Coffee production is increasing in India, but in 1958/59 will probably be near the 1957/58 level.

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Fine Colombian Coffees

Passing of Roberto Aguilar mourned

by coffee trade; represented El Salvador

Roberto Aguilar T., first president of the Pan-American Coffee Bureau when it was originated in 1937 and delegate of El Salvador to the Bureau until his retirement in 1956, died at the year-end at his home in New York City. He was 70.

He had been in poor health for several years.

The Aguilar family has lived in El Salvador for generations. His grandfather, Eugenio Aguilar, was at one time president, and his father was one of the nation's leading coffee growers for many years.

Educated in England and Germany, Mr. Aguilar worked for two years in a German export house in Hamburg to learn the export business before he returned to El Salvador, where he entered the coffee trade with his father. He was engaged in both the producing and exporting ends of the business and remained active in it until he came to the United States in 1936 as representative of the Coffee Growers Association of El Salvador.

Mr. Aguilar's first official position with the government of El Salvador was as assistant chief of protocol. Following this, he was assistant to the mayor of San Salvador for a term, and when the mayor was appointed ambassador to the United States in 1915, he finished out the term of acting mayor. Later that year, he was sent to Washington as secretary of the Salvadoran delegation to the First Pan-American Financial Conference, called by President Wilson.

In 1918 he was appointed treasurer-general of El

Salvador and later became secretary of the treasury. He returned to the United States in 1932 to arrange financial payments to holders of El Salvador bonds, and four years after that came back in his present capacity.

Mr. Aguilar traveled extensively throughout the world and spoke English, German and French in addition to his native Spanish.

In his youth he was an outstanding soccer player, and while attending school in Germany he made many trips to Denmark, Austria and other European countries to play. He was also active in tennis and an expert swimmer.

His work in the United States made him a well-known figure in the coffee trade in all parts of the country.

He is survived by his wife, Mrs. Gwendolyn Doty Aguilar; and by two sons and two daughters by a former marriage.

A. C. Masingill dead at 47;

owned Louisiana coffee firm

A. C. Masingill, owner of the Nakatosh Coffee Co., Natchitoches, La., died suddenly at his home at the age of 47.

Survivors include his widow; one son, two daughters, three brothers and one sister.

Coffee pot landmark moved

The Old Salem coffee pot, a century-old landmark on Winston-Salem's South Main Street, has been moved.

It was in the way of an interstate expressway.

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FOR YOUR BEST BLENDS USE
THE BEST MILD COFFEES IN
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ADDRESS: FEDECAME • BOX 739 • SAN SALVADOR, EL SALVADOR, C.A.

Representatives of state agencies in Virginia taste coffee to set blends

Virginia took an unusual path to simplified coffee blends last month, at the initiative of G. Lloyd Nunnally, director of the Department of Purchases and Supply.

Representatives of nine state educational institutions met at the University of Virginia to taste coffees and offer opinions.

Representatives from seven state hospitals and sanitariums met at Western State Hospital, Staunton, for a similar session.

The purpose of the sessions was to taste-test several different blends of coffee in the hopes that a single blend, or at most several blends, could be found satisfactory for use in various state institutions. No conclusions were reached.

Because the state buys about 360,000 lbs. of coffee per year for its various institutions, the narrowing of the purchasing of the different blends available down to one or a few would either mean a saving to the state or else permit the state to purchase a better grade of coffee at the price that is now being paid, it was explained.

The actual blending of the coffees was directed by two representatives of the United States Department of Agriculture—John B. Wegener, chemist with the department's food process division in Washington, and Victor E. Vevene, supervisor of process foods inspection at Richmond.

This type of program has been carried out successfully in some other states during the past several months, Mr. Wegener said.

Professional coffee-tasting was not represented by people or techniques.

The coffee was prepared in the institutions' urns. Also, the groups were allowed to drink the nine different coffee blends the way they normally prefer their coffee, sugar and or cream, or black. They were also allowed to swallow it.

The coffees tested ranged from a blend inferior to the one used by Virginia's convict road gangs to the finest blends available. Blends included coffees used by the Army and by other states for their institutions.

Except for one sample, the blends tested were not name-brands.

The Department of Agriculture officials will study the reports and will make a recommendation to the director of purchases as to the most feasible blends to buy for Virginia institutions.

The state currently buys both name brands and blends, said Roy Scott, who is with the state's department of purchases

Inventor patents "Roto" gadget to brew coffee

A Fort Wayne, Ind., inventor, M. Ross Wade, has come up with a new twist in brewing devices for the home—the "Roto-Brew" coffee-maker.

Mr. Wade was granted patent No. 2,858,762, culminating two years of designing and processing his device.

The "Roto-Brew," he indicates, can be used in any coffee-maker. But it was designed as a complete unit in itself.

Here's how it works: A small electric motor concealed in the cover of the coffee-maker rotates a basket containing the coffee.

The rotating basket has tiny scoops on the sides and bottom. These force hot water into the basket, keeping the coffee grounds violently agitated.

This agitation, says Mr. Wade, extracts more vigorous flavor from the coffee in less time.

The brew is forced up through the perforated top by convection, with four angled blades directing the flow out and down, completing the cycle.

Mr. Wade indicated he has not, as yet, completed plans for production.

CBI joins water-coffee experiment

A joint committee has met in Chicago to set up an experimental project to determine the type of water most suitable for use in preparing beverage coffee.

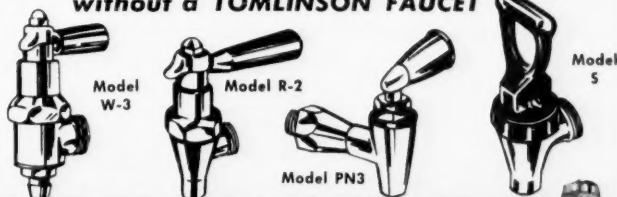
On the committee are members of The Coffee Brewing Institute and the Water Conditioning Research Foundation.

Representing The Coffee Brewing Institute are Dr. Ernest E. Lockhart, scientific Director, and John J. Jurgens, field research director.

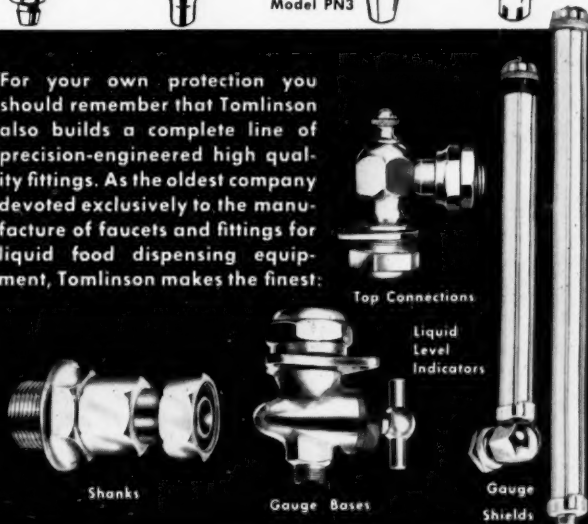
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Ship sailings

A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Abl Trans Car—Ablmann Trans Caribbean Line
Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
Arg-State—Argentine State Line
Am-W Afr—American-West African Line
B-Afr—Belgian African Line
Barb-W'n—Barber Wilhelmsen Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber-West African Line
Bl-Dia—Black Diamond Steamship Co.
Brodin—Brodin Line
Col—Columbus Line
Cunard—Brocklebanks' Cunard Service
Delta—Delta Line
Dempster—Elder Dempster Lines
Dodero—Dodero Lines
Eld-Dem—Elder Dempster Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Gracolombiana (New York), Inc.
Gulf—Gulf & South American Steamship Co., Inc.

Hellenic—Hellenic Lines Ltd.
Hol-Int—Holland-Interamerica Line
Independence—Independence Line
Isthmian—Isthmian Lines, Inc.
JavPac—JavaPacific Line
Lawes—Lawes Shipping Co., Inc.
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mam—Mamenic Line
Mormac—Moore-McCormack Lines, Inc.
Nedlloyd—Nedlloyd Line
Nopal—Northern Pan-American Line
Norton—Norton Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
PTL—Pacific Transport Lines, Inc.
R Neth—Royal Netherlands Steamship Co.
Robin—Robin Line
Royal Inter—Royal Inter-ocean Lines
SCross—Southern Cross Line
Sprague—Sprague Steamship Line
Swed-Am—Swedish American Line
Torm—Torm Lines
UFruit—United Fruit Co.
Wes-Lar—Westfal Larsen Co. Line
Yamashita—Yamashita Line

Abbreviations for ports

At—Atlantic ports
Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Cb—Chicago
Chsn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gf—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
ML—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nf—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
Sa—Savannah
SD—San Diego
SF—San Francisco
Se—Seattle
St. Jo—Saint John
Ta—Tacoma
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ABIDJAN			
2/13	Afr Grove	Farrell NY3/1	
2/20	Tana	Am-W Afr USA 3/15	
2/26	Ondo	Eld-Dem NY3/16	
2/27	Del campo	Delta N03/16	
3/1	Afr Glade	Farrell NY3/16	
3/2	Irima	Bl-Dia NY3/18	
3/5	Fernfiord	Am-W Afr USA 3/31	
3/13	Afr Dawn	Farrell NY4/1	
3/20	Eboe	Eld-Dem NY4/10	
3/20	Del Aires	Delta N04/6	
3/23	Swedru	Eld-Dem M14/12	
2/24	Libreville	Am-W Afr PSA 4/15	
4/1	Afr Glen	Farrell NY4/16	
4/2	Boffa	Bl-Dia NY4/18	
4/10	Del Sol	Delta N04/27	
4/11	Tatra	AM-W Afr USA 4/30	

ACAJUTLA

2/19	Yucatan	UFruit	Cr ² 2/23
2/21	Lovland	UFruit	Cr ² 2/24 NY3/3

AMAPALA

2/16	Yucatan	UFruit	Cr ² 2/23
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ANGRA DOS REIS

2/12	Del Valle	Delta	N03/2 Ho3/7
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SAILS	SHIP	LINE	DUE
2/19	Del Alha	Delta	N03/9 Ho3/14
2/19	Porsanger	Wes-Lar	LA3/21 SF3/23 Po3/30 Se4/1 Va4/2
3/5	Del Rio	Delta	N03/23 Ho3/28
3/19	Del Monte	Delta	N04/6 Ho4/11
4/2	Del Mundo	Delta	N04/19 Ho4/24

BARRANQUILLA

2/14	Candida	UFruit	Ho2/27 N03/2
2/28	Marna	UFruit	Ho3/13 N03/15
3/8	A steamer	UFruit	NY3/15
3/14	Candida	UFruit	Ho3/27 N03/29

BARRIOS

2/11	Trolleggen	UFruit	NY2/18
2/14	Lempa	UFruit	Ho2/19 N02/21
2/14	A vessel	Mam	NY2/21
2/17	Arctic Tern	UFruit	NY2/24
2/21	Guatemala	Mam	NY3/3
2/23	Christiane	UFruit	Ho2/27 N03/3
2/24	Jytte Skou	UFruit	NY3/3
2/28	Maria Anna		
	Schulte	Mam	NY3/7
3/2	A steamer	UFruit	Ho3/9 N03/11
3/3	Trolleggen	UFruit	NY3/10
3/7	A vessel	Mam	NY3/14
3/8	Lempa	UFruit	Ho3/12 N03/14
3/10	Arctic Tern	UFruit	NY3/17
3/14	Guatemala	Mam	NY3/21
3/15	Leon	UFruit	Ho3/19 N03/21

FEBRUARY, 1959

SAILS	SHIP	LINE	DUE
3/17	Jytte Skou	UFruit	NY3/24
3/22	Christiane	UFruit	Ho3/26 N03/28
3/24	Trolleggen	UFruit	NY3/31
3/29	Lempa	UFruit	Ho4/2 N04/4
3/31	Arctic Tern	UFruit	NY4/7

BUENAVENTURA

2/10	Santa Margarita	Grace	NY2/17
2/13	Cd. de Tunja	Granco	PA2/19 Ba2/21 NY2/22
2/13	Rep. de Colombia	Granco	LA3/5 SF3/8
2/14	Cd. de Quito	Granco	Ho2/23 N02/26
2/20	Cd. de Cuenca	Granco	SF3/7 Va3/15
2/22	Santa Anita	Grace	LA3/11 SF3/12 PS3/19
2/24	Cd. de Medellin	Granco	Ho3/5 N03/8
2/24	Santa Juana	Grace	LA3/11 SF3/12 Ps3/19

CORINTO

2/10	El Salvador	Mam	Ho2/19 N02/24
2/16	Costa Rica	Mam	NY2/28
2/27	Managua	Mam	NY3/10
3/10	Honduras	Mam	Ho3/19 N03/24

CORTES

2/11	Lempa	UFruit	Ho2/19 N02/21
2/13	Arctic Tern	UFruit	NY2/24
2/19	Christiane	UFruit	Ho2/27 N03/3
2/20	Jytte Skou	UFruit	NY3/3
2/27	A steamer	UFruit	Ho3/9 N03/11
2/27	Trolleggen	UFruit	NY3/31
3/5	Lempa	UFruit	Ho3/12 N03/14
3/6	Arctic Tern	UFruit	NY3/27
3/12	Leon	UFruit	Ho3/19 N03/21
3/13	Jytte Skou	UFruit	NY3/24
3/19	Christiane	UFruit	Ho3/26 N03/28
3/20	Trolleggen	UFruit	NY3/31

SAILS	SHIP	LINE	DUE
3/26	Lempa	UFruit	Ho4/2 N0 4/4
3/27	Arctic Tern	UFruit	NY4/7

CRISTOBAL

2/10	Marna	UFruit	Ho2/16 N02/1
2/21	Candida	UFruit	Ho2/27 N03/2
2/25	Lovland	UFruit	NY3/3
3/7	Marna	UFruit	Ho3/13 N03/15
3/21	Candida	UFruit	Ho4/2 N04/4

DAR es SALAAM

2/13	Afr Moon	Farrell	NY3/18
2/20	Lombok	Nedlloyd	NY3/25 LA4/13 SF4/17 Po4/22 Se4/27 Va5/1
3/7	Afr Star	Farrell	NY4/10
3/17	Sarangan	Nedlloyd	NY4/19 LA5/8 SF5/12 Po5/17 Se5/22 Va5/26
3/28	Afr Crescent	Farrell	NY4/30
4/10	Lawak	Nedlloyd	NY5/13 LA6/1 SF6/5 Po6/10 Se6/15 Va6/19
4/19	Afr Lightning	Farrell	NY5/21

DJIBOUTI

3/2	Lombok	Nedlloyd	NY3/25 LA4/13 SF4/17 Po4/22 Se4/27 Va5/1
3/27	Sarangan	Nedlloyd	NY4/18 LA5/12 Po5/17 Se5/22 Va5/26
5/13	Lawak	Nedlloyd	NY5/13 LA6/1 SF6/5 Po6/10 Se6/15 Va6/19

DOUALA

2/10	Afr Glade	Farrell	NY3/16
2/13	Tana	Am-W Afr	USA 3/15
2/20	Irima	Bi-Dia	NY3/18
2/26	Fernfiord	Am-W Afr	USA 3/31
3/8	Afr Glen	Am-W Afr	NY4/16
3/9	Eboe	Eld-Dem	NY4/10
3/17	Libreville	Am-W Afr	USA 4/15
3/18	Boffa	Bi-Dia	NY4/18
4/4	Tatra	AmW-Afr	USA 4/30

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SAILS SHIP LINE DUE

EL SALVADOR

2/12	Santa Fe	Grace	LA2/23 SF2/24 PS3/4
2/19	Rep. de Colombia	Granco	LA3/5 SF3/8
2/20	A. Pacinotti	Italian	LA2/27 SF3/2 Va3/5 Se3/10 Po3/14
2/28	Santa Anita	Grace	LA3/11 SF3/12 PS3/19

GUATEMALA

2/14	Santa Fe	Grace	LA2/23 SF2/24 PS3/4
2/21	Rep. de Colombia	Granco	LA3/5 SF3/8
3/3	Santa Anita	Grace	LA3/11 SF3/12 PS3/19

GUAYAQUIL

2/11	Cd. de Quito	Granco	Ho2/23 N02/26
2/15	Cd. de Cuenca	Granco	SF3/7 Va3/15
2/21	Cd. de Medellin	Granco	Ho3/5 N03/8

LA LIBERTAD

2/10	Costo Rico	Mam	NY2/28
2/18	Yucatan	UFruit	Cr2 2/23
2/19	Lovland	UFruit	Cr2 2/24 NY3/3
2/22	Managua	Mam	NY3/10
3/4	Honduras	Mam	Ho3/19 N03/24

LA UNION

2/11	Costa Rica	Mam	NY2/28
2/17	Yucatan	UFruit	Cr2 2/23
2/17	Lovland	UFruit	Cr2 2/24 NY3/3
2/23	Managua	Mam	NY3/10
3/5	Honduras	Mam	Ho3/19 N03/24

LIMON

2/18	Candida	UFruit	Ho2/27 N03/2
3/3	A steamer	UFruit	NY3/15
3/4	Marna	UFruit	Ho3/13 N03/15
3/18	Candida	UFruit	Ho3/27 N03/29

LOBITO

2/17	Lubumbashi	B-Afr	NY3/17
3/1	Lubilash	B-Afr	NY3/27

LUANDA

2/11	Lindi	B-Afr	NY2/27
2/14	Del Campo	Delta	N05/16
2/17	Afr Glade	Farrell	NY3/16
2/20	Lubumbashi	B-Afr	NY3/17
3/1	Afr Dawn	Farrell	NY4/1
3/7	Del Aires	Delta	N04/6
3/7	Lubilash	B-Afr	NY3/27
3/28	Del Sol	Delta	N03/27

MATADI

2/11	Del Campo	Delta	N03/16
2/20	Afr Glade	Farrell	NY3/16
3/4	Afr Dawn	Farrell	NY4/1
3/4	Del Aires	Delta	N04/1
3/11	Lubilash	B-Afr	NY3/27
3/19	Afr Glen	Farrell	NY4/16
3/25	Del Sol	Delta	N04/27

MOMBASA

2/12	Afr Moon	Farrell	NY3/18
2/25	Lombok	Nedlloyd	NY3/25 LA4/13 SF4/17 Po4/22 Se4/27 Va5/1
3/6	Afr Star	Farrell	NY4/10
3/22	Sarangani	Nedlloyd	NY4/10 LA5/8 SF5/12 Po5/17 Se5/22 Va5/26
3/27	Afr Crescent	Farrell	NY4/30
4/15	Lawak	Nedlloyd	NY5/13 LA6/1 SF6/5 Po6/10 Se6/15 Va6/19
4/18	Afr Lightning	Farrell	NY5/21

PARANAGUA

2/12	Canada	Lloyd	NY3/4
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FEBRUARY, 1959

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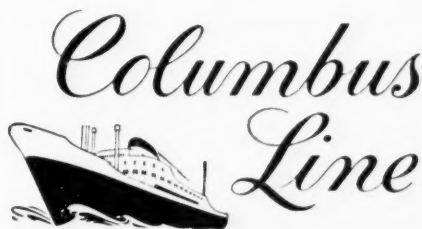
Chicago—F. C. MacFarlane, 2520 Bankers Bldg.

Detroit—F. C. MacFarlane, 945 Free Press Bldg.

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SAILS	SHIP	LINE	DUE
2/14	Mormachawk	Mormac	Jx3/5 NY3/9 Bo3/12 Pa3/14 Ba3/16
2/14	Porsanger	Wes-Lar	LA3/21 SF3/23 Po3/30 Se4/1 Va4/2
2/16	Nopal Progress	Nopal	N03/5 Ho3/8
2/16	Del Alba	Delta	N03/9 Ho3/14
2/18	Barbara	Hol-Int	NY3/11 Bo3/13 HR3/15 Chsn 3/18 Ba3/20 Pa3/21
2/19	Mormacsea	Mormac	NY3/8 Bo3/11 Pa3/12 Ba3/15 Nf3/16 Ha3/18
2/21	Domingos	Lloyd	N03/14 Ho3/19
2/22	Bolivia	Lloyd	NY3/14
2/23	Mormacrio	Mormac	NY3/15 Bo3/18 Pa3/20 Ba3/22 Nf3/23
2/23	Mormacdawn	Mormac	LA3/24 SF3/27 Va4/1 Se4/7 Po4/10
2/23	Del Mar	Delta	N03/11 Ho3/16
2/26	Snefeld	Nopal	N03/17 Ho3/20
2/28	Del Rio	Delta	N03/23 Ho3/28
2/28	Sagoland	Brodin	Ba3/19 NY3/21 Pa3/24 Bo3/26 StJo3/27
3/2	Mormacwren	Mormac	Jx3/21 NY3/25 Bo3/28 Pa3/30 Ba3/31
3/4	Appingedyk	Hol-Int	NY3/24 Bo3/26 HR3/28 Chsn3/29 Ba3/31 Pa4/3
3/7	Mormacmar	Mormac	LA4/7 SF4/10 Va4/14 Se4/21 Po4/24
3/9	Del Norte	Delta	N03/25 Ho3/30
3/10	Mormacteal	Mormac	NY3/29 Bo4/1 Pa4/3 Ba4/5 Nf4/6
3/13	Mormacyork	Mormac	Nf4/1 Ba4/2 Pa4/4 NY4/5 Bo4/8 Ha4/9
3/14	Del Monte	Delta	N04/6 Ho4/11
3/16	Blue Master	Nopal	N04/4 Ho4/7
3/18	Axeldyk	Hol-Int	NY4/7 Bo4/9 HR4/11 Chsn4/12 Ba4/14 Pa4/16
3/21	Mormacland	Mormac	LA4/21 SF4/24 Va4/28 Se5/5 Po5/8
3/23	Del Sud	Delta	N04/8 Ho4/13
3/27	Del Mundo	Delta	N04/19 Ho4/24

RIO de JANEIRO

2/10	Nopal Branco	Nopal	N02/28 Ho3/3
2/13	Del Valle	Delta	N03/2 Ho3/7
2/14	Lia	Brodin	Ba2/28 NY3/2 Pa3/4 Bo3/6 StJo3/9
2/17	Canada	Lloyd	NY3/4
2/19	Mormachawk	Mormac	Jx3/5 NY3/9 Bo3/12 Pa3/14 Ba3/16
2/20	Brasil	Mormac	NY3/3
2/20	Del Alba	Delta	N03/9 Ho3/14
2/20	Nopal Progress	Nopal	N03/5 Ho3/8
2/21	Mormacdawn	Mormac	LA3/24 SF3/27 Va4/1 Se4/7 Po4/10
2/23	Barbara	Hol-Int	NY3/11 Bo3/13 HR3/15 Chsn3/18 Ba3/20 Pa3/21
2/23	Porsanger	Wes-Lar	LA3/21 SF3/23 Po3/30 Se4/1 Va4/2
2/26	Del Mar	Delta	N03/11 Ho3/16
2/26	Domingos	Lloyd	N03/14 Ho3/19
2/27	Bolivia	Lloyd	NY3/14
3/2	Snefeld	Nopal	N03/17 Ho3/20
3/3	Mormacmar	Mormac	LA4/7 SF4/10 Va4/14 Se4/21 Po4/24
3/4	Sagoland	Brodin	Ba3/19 NY3/21 Pa3/24 Bo3/26 StJo3/27
3/6	Del Rio	Delta	N03/23 Ho3/28
3/9	Appingedyk	Hol-Int	NY3/24 Bo3/26 HR3/28 Chsn3/29 Ba3/31 Pa4/3
3/12	Del Norte	Delta	N03/25 Ho3/30
3/13	Argentina	Mormac	NY3/24
3/14	Mormacteal	Mormac	NY3/29 Bo4/1 Pa4/3 Ba4/5 Nf4/6
3/17	Mormacyork	Mormac	Nf4/1 Ba4/2 Pa4/4 NY4/5 Bo4/8 Ha4/9
3/18	Mormacland	Mormac	LA4/21 SF4/24 Va4/28 Se5/5 Po5/8
3/20	Blue Master	Nopal	N04/4 Ho4/7
3/23	Axeldyk	Hol-Int	NY4/7 Bo4/9 HR4/11 Chsn4/12 Ba4/14 Pa4/16
3/26	Del Sud	Delta	N04/8 Ho4/13
4/3	Del Mundo	Delta	Mo4/19 Ho4/24

SANTOS

2/11	Del Valle	Delta	N03/2 Ho3/7
2/12	Mormactide	Mormac	NY2/27 Bo3/2 Pa3/4 Ba3/6 Nf3/7
2/12	Lia	Brodin	Ba2/28 NY3/2 Pa3/4 Bo3/6 StJo3/9
2/16	Canada	Lloyd	NY3/4
2/18	Mormachawk	Mormac	Jx3/5 NY3/9 Bo3/12 Pa3/14 Ba3/16
2/18	Nopal Progress	Nopal	N03/5 Ho3/8
2/18	Del Alba	Delta	N03/9 Ho3/14
2/18	Porsanger	Wes-Lar	LA3/21 SF3/23 Po3/30 Se4/1 Va4/2
2/19	Brasil	Mormac	NY3/3
2/21	Barbara	Hol-Int	NY3/11 Bo3/13 HR3/15 Chsn3/18 Ba3/20 Pa3/21
2/21	Mormacsea	Mormac	NY3/8 Bo3/11 Pa3/13 Ba3/15 Nf3/16 Ha3/18
2/25	Del Mar	Delta	N03/11 Ho3/16
2/25	Domingos	Lloyd	N03/14 Ho3/19
2/26	Bolivia	Lloyd	NY3/14
2/28	Mormacrio	Mormac	NY3/15 Bo3/18 Pa3/20 Ba3/22 Nf3/23
2/28	Snefeld	Nopal	N03/17 Ho3/20
3/2	Sagoland	Brodin	Ba3/19 NY3/21 Pa3/24 Bo3/26 StJo3/27
3/4	Del Rio	Delta	N03/23 Ho3/28
3/6	Mormacwren	Mormac	Jx3/21 NY3/25 Bo3/28 Pa3/30 Ba3/31
3/7	Appingedyk	Hol-Int	NY3/24 Bo3/26 HR3/28 Chsn3/29 Ba3/31 Pa4/3
3/11	Del Norte	Delta	N03/25 Ho3/30
3/11	Mormacmar	Mormac	LA4/7 SF4/10 Va4/14 Se4/21 Po4/24
3/12	Argentina	Mormac	NY3/24

SAILS	SHIP	LINE	DUE
3/13	Mormacteal	Mormac	NY3/29 Bo4/1 Pa4/3 Ba4/5 Nf4/6
3/16	Mormacyork	Mormac	Nf4/1 Ba4/2 Pa4/4 NY4/5 Bo4/8 Ha4/9
3/18	Blue Master	Nopal	N04/4 Ho4/7
3/28	Del Monte	Delta	N04/6 Ho4/11
3/21	Axeldyk	Hol-Int	NY4/7 Bo4/9 HR4/11 Chsn4/12 Ba4/14 Pa4/16
3/25	Del Sud	Delta	N04/8 Ho4/13
4/1	Del Mundo	Delta	N04/19 Ho4/24

TANGA

2/21	Lombok	Nedloyd	NY3/25 LA4/13 SF4/17 Po4/22 Se4/27 Va5/1
3/18	Sarangan	Nedloyd	NY4/19 LA5/8 SF5/12 Po5/17 Se5/22 Va5/26
4/11	Lawak	Nedloyd	NY5/13 LS6/1 SF6/5 Po6/10 Se6/15 Va6/19

VICTORIA

2/12	Nopal Branco	Nopal	N02/28 Ho3/3
2/15	Del Valle	Delta	N03/5 Ho3/7
2/22	Del Alba	Delta	N03/9 Ho3/14
2/27	Domingos	Lloyd	N03/14 Ho3/19
3/8	Del Rio	Delta	N03/23 Ho3/28
3/22	Del Norte	Delta	N04/6 Ho4/11
4/5	Del Mundo	Delta	N04/19 Ho4/24

TEA BERTHS

CALCUTTA

2/10	Hellenic Glory	Hellenic	NY3/17
2/10	Exemplar	Am-Exp	Bo3/19 NY3/21 Pa3/25 HR3/27 Ba3/29
2/10	Hellenic	Hellenic	SA3/10
2/16	Santa Victoria	Isthmian	NY3/25
2/19	Exchequer	Am-Exp	Bo3/29 NY3/31 Pa4/3 HR4/5 Ba4/7
3/8	Silverstream	JavPac	SF4/9 LA4/14 Po4/29 Se5/5 Va5/8
3/10	Steel Vendor	Isthmian	N04/16
3/19	Steel Recorder	Isthmian	NY4/22 N04/27

COCHIN

2/15	Steel Age	Isthmian	N03/19
2/16	Steel Flyer	Isthmian	Bo3/12 NY3/13
2/16	Glory	Hellenic	NY3/15
2/21	Exemplar	Am-Exp	Bo3/19 NY3/21 Pa3/25 HR3/27 Ba3/29
2/23	Santa Victoria	Isthmian	NY3/25
2/27	Exchequer	Am-Exp	Bo3/29 NY3/31 Pa4/3 HR4/5 Ba4/7
3/3	Steel Architect	Isthmian	Bo3/30 NY3/31
3/14	Steel Worker	Isthmian	Bo4/10 NY4/11
3/16	Steel Vendor	Isthmian	N04/16
3/29	Steel Recorder	Isthmian	NY4/22 N04/27
4/2	Steel Chemist	Isthmian	Bo4/29 NY4/30
4/19	Steel Recorder	Isthmian	Bo5/16 NY5/17

COLOMBO

2/14	Steel Age	Isthmian	N03/19
2/14	Mahseer	Cunard	Bo3/15 NY3/17 Wn3/20 Pa3/20 Nf3/22 Ba3/25
2/14	Maturata	Cunard	SA3/13 N03/18 Ha3/21 Ga3/23
2/14	Steel Flyer	Isthmian	Bo3/12 NY3/13
2/15	Hellenic Glory	Hellenic	NY3/17
2/16	Exemplar	Am-Exp	Bo3/19 NY3/21 Pa3/25 HR3/27 Ba3/29
2/20	Leda	Maersk	Ha3/16 NY3/19
2/21	Santa Victoria	Isthmian	NY3/25
2/21	Billiton	JavPac	LA4/2 SF4/8 Po4/14 Se4/17 Va4/21
2/25	Exchequer	Am-Exp	Bo3/29 NY3/31 Pa4/3 HR4/5 Ba4/7
3/2	Steel Architect	Isthmian	Bo3/30 NY3/31
3/7	Laust	Maersk	NY4/3 Mf4/20
3/12	Steel Worker	Isthmian	Bo4/10 NY4/11
3/15	Steel Vendor	Isthmian	N04/16
3/20	Lexa	Maersk	Ha4/13 NY4/16 Mf5/5
3/24	Steel Recorder	Isthmian	NY4/22 N04/27
3/31	Steel Chemist	Isthmian	Bo4/29 NY4/30
4/7	Laura	Maersk	NY5/4 Mf5/20
4/19	Hulda	Maersk	Ha5/13 NY5/16 Mf6/3

DJAKARTA

2/14	Steel Flyer	Isthmian	Bo3/30 NY3/31
2/19	Laust	Maersk	NY4/3 Mf4/20
2/22	Steel Worker	Isthmian	Bo4/10 NY4/11
3/13	Steel Chemist	Isthmian	Bo4/29 NY4/30
3/18	Laura	Maersk	Ha5/13 NY5/16 Mf6/5
3/29	Steel Executive	Isthmian	Bo5/16 NY5/17

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SAILS SHIP LINE DUE

DJIBOUTI

2/22	Steel Flyer	Isthmian	Bo3/12 NY3/13
2/27	Exhibitor	Am-Exp	Bo1/17 Pa1/23 HR1/25 Ba1/27 NY2/3
2/28	Exemplar	Am-Exp	Bo3/19 NY3/21 Pa3/25 HR3/27 Ba3/29
3/5	Steel Recorder	Isthmian	NY3/25
3/9	Exchequer	Am-Exp	Bo3/29 NY3/31 Pa4/3 HR4/5 Ba4/7
3/11	Steel Architect	Isthmian	Bo3/30 NY3/31
3/22	Steel Worker	Isthmian	Bo4/10 NY4/11
3/27	Exminster	Am-Exp	Bo2/17 Pa2/22 HR2/24 Ba2/27 NY3/3
4/3	Steel Recorder	Isthmian	NY4/22 N04/27
4/10	Steel Chemist	Isthmian	Bo4/29 NY4/30
4/20	Lawak	Nedlloyd	NY5/13 LA6/1 SF6/5 Po6/10 Se5/15 Va6/19
4/27	Steel Executive	Isthmian	Bo5/16 NY5/17

HONG KONG

2/11	KeystoneMariner	PacFar	SF2/27 LA3/4
2/17	Tudor	Barb-Wn	SF3/12 LA3/14 NY3/29
2/18	Marit	Maersk	LA3/12 NY3/27
2/24	Korean Bear	PacFar	SF3/12
3/3	Sally	Maersk	SF3/25 NY4/11
3/4	Kingsville	Barb-Wn	SF3/27 LA3/29 NY4/13
3/11	Golden Bear	PacFar	SF3/27 LA3/31
3/18	Jeppesen	Maersk	SF3/25 NY4/11
3/19	Temeraire	Barb-Wn	SF4/11 LA4/13 NY4/28
4/3	Susan	Maersk	LA4/12 NY4/27
4/4	Toreador	Barb-Wn	SF4/27 LA4/29 NY5/14
4/18	Maren	Maersk	LA5/11 NY5/26
4/19	Tancred	Barb-Wn	SF5/12 LA5/14 NY5/29
5/4	Queensville	Barb-Wn	SF5/27 LA5/29 NY6/13

KOBE

2/10	Tagaytay	Barb-Wn	SF2/27 LA3/1 NY3/16
2/17	Ming	Pioneer	NY3/15 Ba3/19 Nf3/21 Pa3/22
2/21	Yamakuni Maru	Yamashita	LA3/10 NY3/25 Bo3/28 Pa3/30 Ba3/31 Nf4/3
2/23	Marit	Maersk	LA3/12 NY3/27
2/23	Tudor	Barb-Wn	SF3/12 LA3/14 NY3/29
3/10	Sally	Maersk	SF3/25 NY4/11
3/10	Kingsville	Barb-Wn	SF3/27 LA3/29 NY4/13
3/21	Yamawaka Maru	Yamashita	LA4/5 NY4/18 Bo4/24 Pa4/26 Ba4/27 Nf4/28
3/25	Jeppesen	Maersk	LA4/12 NY4/27
3/25	Temeraire	Barb-Wn	SF4/11 LA4/13 NY4/28
4/9	Susan	Maersk	SF4/26 NY5/12
4/10	Toreador	Barb-Wn	SF4/27 LA4/29 NY5/14
4/24	Maren	Maersk	LA5/11 NY5/26
4/25	Tancred	Barb-Wn	SF5/12 LA5/14 NY5/29
5/10	Queensville	Barb-Wn	SF5/27 LA5/29 NY6/13

SHIMIZU

2/11	Johannes	Maersk	SF2/26 NY3/15
2/13	Tagaytay	Barb-Wn	SF2/27 LA3/1 NY3/16
2/19	Ming	Pioneer	NY3/15 Ba3/19 Nf3/21 Pa3/22
2/23	Yamakuni Maru	Yamashita	LA3/10 NY3/25 Bo3/28 Pa3/30 Ba3/31 Nf4/3
2/26	Marit	Maersk	LA3/12 NY3/27
2/26	Tudor	Barb-Wn	SF3/12 LA3/14 NY3/29
3/12	Sally	Maersk	SF3/25 NY4/11

3/13	Kingsville	Barb-Wn	SF3/27 LA3/29 NY4/13
3/23	Yamawaka Maru	Yamashita	LA4/5 NY4/18 Bo4/24 Pa4/26 Ba4/27 Nf4/28
3/27	Jeppesen	Maersk	LA4/12 NY4/27
3/28	Temeraire	Barb-Wn	SF4/11 LA4/13 NY4/28
4/12	Susan	Maersk	SF4/26 NY5/12
4/13	Toreador	Barb-Wn	SF4/27 LA4/29 NY5/14
4/27	Maren	Maersk	LA5/11 NY5/26
4/28	Tancred	Barb-Wn	SF5/12 LA5/14 NY5/29
5/12	Queensville	Barb-Wn	SF5/27 LA5/29 NY6/13

YOKOHAMA

2/14	Tagaytay	Barb-Wn	SF2/27 LA3/1 NY3/16
2/15	Johannes	Maersk	SF2/26 NY3/15
2/21	Ming	Pioneer	NY3/15 Ba3/19 Nf3/21 Pa3/22
2/25	Yamakuni Maru	Yamashita	LA3/10 NY3/25 Bo3/28 Pa3/30 Ba3/31 Nf4/3
2/27	Tudor	Barb-Wn	SF3/12 LA3/14 NY3/29
2/28	Marit	Maersk	LA3/12 NY3/27
3/14	Kingsville	Barb-Wn	SF3/27 LA3/29 NY4/13
3/15	Sally	Maersk	SF3/25 NY4/11
3/25	Yamawaka Maru	Yamashita	LA4/5 SF4/18 Bo4/24 Pa4/26 Ba4/27 Nf4/28
3/29	Temeraire	Barb-Wn	SF4/11 LA4/13 NY4/28
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4/14	Toreador	Barb-Wn	SF4/27 LA4/29 NY5/14
4/15	Susan	Maersk	SF4/26 NY5/12
4/29	Tancred	Barb-Wn	SF5/12 LA5/14 NY5/29
4/30	Maren	Maersk	LA5/11 NY5/26
5/14	Queensville	Barb-Wn	SF5/27 LA5/29 NY6/13

* Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C.Z.

Coffee Exchange elects two new

members to board of managers

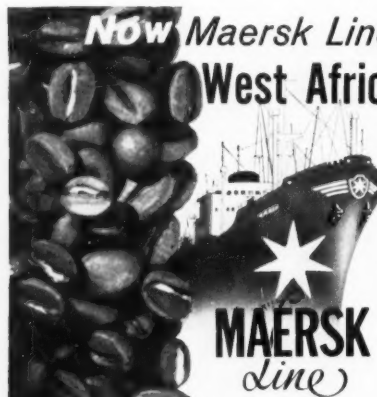
The New York Coffee and Sugar Exchange, Inc., has elected two new members to the board of managers to serve a two-year term during 1959 and 1960, it was announced by Charles S. Lowry, president.

They are Arthur A. Ansansel, vice president and director of the Imperial Commodities Corp., New York City, and J. A. Higgons, Jr., senior partner of J. A. Higgons & Son, New York City. Mr. Higgons is former executive vice president of the National Association of Commodity Exchanges.

The two new members succeed Charles J. Meono and Charles F. Slover, who have retired from the board.

Heads public relations for Mooremack

Hamilton D. South, Brig. Gen. U. S. Marine Corps (Ret.) has been made director of public relations for Moore-McCormack Lines, Inc., it was announced by J. A. Medernach, assistant to the president.



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DOUALA: Societe Navale Delmas-Veiljeux, P. O. Box 263, Douala, Cameroons.

ABIDJAN: Societe Navale Delmas-Veiljeux, 17, Avenue Louis Barthe, P. O. Box 1281, Abidjan, Ivory Coast.

FREETOWN: J. P. Holmen's Successor Ltd., P. O. Box 130, Freetown, Sierra Leone.

Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

(Figures in 1,000 bags)							
	Total Entries	Brazil	Deliveries—from: Others	Total	Visible Brazil	Supply—from: Others	1st of Month Total
1957							
March	1,956	1,224	1,060	2,284	1,233	668	1,901
April	1,209	500	528	1,028	729	547	1,276
May	1,431	546	906	1,452	759	663	1,422
June	1,301	544	792	1,336	732	606	1,338
July	1,122	563	550	1,113	545	635	1,180
August	1,588	571	1,044	1,615	599	675	1,274
September	1,290	634	579	1,213	667	645	1,312
October	1,394	721	884	1,605	704	769	1,473
November	1,801	654	962	1,616	650	590	1,240
December	1,790	963	885	1,848	610	1,075	1,685
1958							
January	1,874	674	1,093	1,767	561	723	1,284
February	1,062	281	874	1,155	718	625	1,343
March	1,436	510	1,078	1,588	605	643	1,248
April	1,548	578	923	1,501	615	496	1,111
May	2,010	688	1,162	1,850	768	513	1,281
June	1,654	480	821	1,301	1,007	533	1,540
July	1,253	462	1,056	1,518	779	609	1,388
August	1,114	419	709	1,128	671	433	1,104
September	1,160	668	509	1,177	822	356	1,178
October	2,106	707	1,481	2,188	654	470	1,124
November	1,703	818	873	1,691	748	470	1,218
December	2,046	971	1,072	2,043	956	385	1,341
1959							
January	1,391	563	1,012	1,575	551	512	1,063

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

Mooremack begins big

new cargo ship program

The keel for the first of seven fast, new cargo ships contracted for by Moore-McCormack Lines was laid recently at a ceremony in the Sun Shipbuilding & Drydock Corp. yards in Chester, Pa.

The ship is the first of five to be built by Sun for Mooremack. The other two vessels are to be built by Todd in San Francisco.

Mooremack's overall new ships program, including two recently completed luxury cruise vessels, provides for a total expenditure over the next several years of more than \$430,000,000.

Mooremack's new ships are a new design—Type 1624, especially created for the company—and are considered to embody features that will make them the "most modern cargo-liners ever built," according to a company spokesman.

Their features include: Deep tanks constructed within the hull of the vessel, plastic lined and capable of carrying a wide variety of oil products and chemicals in liquid or dry form; 40,000 cubic feet of refrigerated space and a total bale cubic capacity of approximately 600,000 cubic feet; quick acting hydraulic hatch covers over all cargo spaces and deep tanks.

Royal Cup buys Interstate Coffee

Royal Cup, Inc., Birmingham, Alabama, coffee and tea company, has purchased the Interstate Coffee Co., Augusta, Georgia.

The announcement was made by William E. Smith, president of Royal Cup, following the company's annual board of directors meeting.

Purchase of Interstate is expected to add more than \$500,000 to Royal Cup's 1959 sales. All accounts, inventory and equipment owned by Interstate were included in the purchase.

Negotiations between Royal Cup and R. J. Bates Smith, president of Interstate, were completed last fall.

Royal Cup has already assumed direction of the Interstate sales force in a seven-state southeastern area consisting of Georgia, Florida, Alabama, North Carolina, South Carolina, Virginia and West Virginia. Interstate began operations in 1932.

Royal Cup was founded as the Batterton Coffee Co. in 1896 by Henry T. Batterton. The present management assumed leadership in 1950. The company name was changed to its present form in 1956.

Directors of the company are: Frank B. Yeilding, Jr., H. L. Hahn, A. L. Lee, William E. Smith, and Elton B. Stephens.

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Crops and countries

coffee news from producing areas

World coffee exportables

put at 52,100,000 bags

in 1958/59 by USDA

The third estimate by the United States Department of Agriculture of the 1958/59 total world coffee crop is now placed at 59,100,000 bags, including exportable production estimated at 52,100,000 bags.

Weather conditions have continued to be favorable in almost all of the major producing countries, and bumper crops are expected in many areas.

World trade of coffee during the 1957/58 year amounted to approximately 37,700,000 bags. Recorded exports were about 800,000 bags less.

Exports by continents were in approximately the following proportions: North America—18.0%; South America—54.2%; Africa—22.2%; Asia and Oceania—5.6%.

Total coffee production for North America in 1958/59 is now estimated at 8,700,000 bags, with an exportable production of 6,900,000 bags.

The total coffee crop in Costa Rica in recent years has been increased to record levels by heavier fertilization, larger uses of insecticides and increased plantings.

Cuba is attempting to increase its coffee production and exports. A larger crop is expected in 1958/59.

The 1958/59 year is the "off-year" for coffee production in the Dominican Republic and Haiti. Indications are that production in both these countries will be considerably below 1957/58. Quality, however, is often improved when the crop is small, as better care can be taken in handling and processing.

The Dominican Department of Agriculture is continuing to distribute small coffee trees to the farmers, but fertilizing and pruning are not extensive. Prices paid to the coffee producers are varied, based on the area of production.

Total coffee production in El Salvador in 1958/59 is expected to be somewhat larger than in 1957/58. Growing conditions have been favorable for the 1958/59 crop, with adequate rainfall being distributed.

Guatemala had a record coffee crop in 1957/58, and the 1958/59 crop may be almost as large.

New plantings in Guatemala have reached bearing stage, but the first of the lowlands crop (representing only a small portion of the total) was short, due primarily to dry weather. Windstorms during the last year reportedly damaged some trees in the area below Chimaltenango. For the country as a whole, however, new plantings together with adequate rainfall will probably result in another large crop.

Observers in Honduras have indicated that the 1958/59 coffee crop matured under very favorable conditions, and an increase in production is expected over 1957/58.

Mexico's 1958/59 coffee crop is about a month later than usual, but is expected to be somewhat above 1957/58.

Particularly favorable weather conditions in Veracruz are expected to offset a lower production in the State of Chiapas due to storm damage.

The 1958/59 coffee crop in Nicaragua is estimated at the same level as 1957/58. Increased yields are expected to offset reported damage to the northern area crop by excessive rains.

Editorials

How much coffee will you sell this summer?

Did you miss the boat last summer?

Did you sell as much coffee as you could have?

Don't answer yet. First look through the articles on iced coffee elsewhere in these pages. These are the articles which make up our fourth annual special issue on this summer potential.

Iced coffee promotions are here to stay. That's clear from the returns in COFFEE & TEA INDUSTRIES' survey of iced coffee activity in 1958.

The roasters who tried it, like it—enough to come back for more in the summer of 1959.

This reaction, the survey report notes, is not only true now:

"COFFEE & TEA INDUSTRIES' surveys on iced coffee now cover three seasons—1956, 1957 and 1958. Each time, the same big fact emerges: those who do iced coffee promotion find it worthwhile, plan to do it again, and—in most cases—more intensively."

That pattern, the responses indicate, will be true this year, too.

But it's a trend with contradictions.

On the one hand, there is the apparently consistent effort over the past three seasons by most roasters—nearly six out of ten in number, far more in proportion of industry volume.

Yet there has been no dramatic break-through into the iced coffee potential.

Progress? Yes, but slow.

Why?

Part of the answer seems to be in the nature of the iced coffee efforts by those six out of ten roasters. Some of the promotions are only token efforts. Others have a kind of half-life—they leave out activities vital to most campaigns. Only a few, relatively, have the powerful, vibrant feel of solid, complete promotions, with drive, planning and follow-through.

These limitations in brand campaigns trace back to attitude.

The fact is that the single biggest obstacle to a vast break through on iced coffee is still the attitude within the coffee industry.

This attitude has two elements. Sometimes one is present, sometimes both.

One element is traditional acceptance of the summer slump. This is the feeling that it's always been with us, so it always will be.

The other element is skepticism toward iced coffee as a beverage. A little digging has shown that this opinion is usually held by people who have never tasted properly

made iced coffee. Nevertheless, the opinion exists.

These are the elements that pull the plug on enthusiasm and send many roasters and salesmen into battle half-armed, without the fire of victory in them.

From the survey returns, there are fewer of these half-way efforts than there used to be. Many roasters have learned the lesson of careful planning for the summer push. But they are still the exception, rather than the rule.

What is remarkable, for some of these campaigns, is that there is any response at all.

But there is. This, in itself, is an indication of the liveliness of the iced coffee potential. *It answers to effort.*

This fact should help any roaster shed outdated attitudes. Not to do so can be costly—if you consider it costly to sell less coffee than you might, especially in an overhead-burdened slack season.

Consider, for example, the report on the Kroger experience by E. S. Mahany, general manager of the coffee department in that 1,400-store chain's processed foods division.

These points, in Kroger case history, are especially illuminating:

1. Because of iced coffee promotion, they sold more coffee last summer.

2. Iced coffee is "very responsive to intensified selling"—even more so than hot coffee.

3. The work already done on iced coffee should make it easier to get response this year.

4. Much of the iced coffee business is *new* business— which otherwise goes to competing beverages.

Not only among roasters, but all the way up and down the line, a more positive, more realistic attitude on iced coffee will open doors to summer consumption.

Among the producing countries, such an attitude would clear the way for the 25¢-a-bag promotion assessment—a minimum for the kind of merchandising thrust needed to break through on iced coffee and other potentials for converting surplus into consumption.

Such an attitude would stimulate research on methods of preparing and serving iced coffee, to make it easier, in new ways, for the consumer to get *good* iced coffee.

There are other long-term measures which could accelerate the trend. But right now, the roaster has potent weapons at hand—knowledge of the iced coffee potential, point-of-sale material from the Pan-American Coffee Bureau and—above all—his own initiative.

Taking steps, now, to apply these weapons, he can shape his answers to the question:

Will you sell as much coffee this summer as you can?

5 important steps in our service to the Tea Trade



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Smallwood retires from Lipton

Barker elected as president and chief executive

The United States tea industry's elder statesman, Robert B. Smallwood, has retired from Thomas J. Lipton, Inc., Hoboken, N. J., the country's largest tea packing company.

But "Uncle Bob," as he is known to tea men across the country, will continue to be active in the industry. He has just been reelected chairman of the Tea Council of the U.S.A.

Mr. Smallwood retired from posts as chairman of the board, president and chief executive officer of Lipton, in accordance with the company's retirement policy.

Lipton's board of directors elected W. Gardner Barker to succeed Mr. Smallwood as president and chief executive officer. Mr. Barker had been executive vice president.

William H. Burkhart, chairman and president of the Lever Brothers Co., was elected board chairman.

Mr. Smallwood continues as a director of Lever Brothers and will also be an advisor to Unilever Ltd., London, and Unilever N. V., Rotterdam, in addition to his other business interests.

Under Mr. Smallwood's direction over the past two decades, Lipton expanded from three plants to nine in the United States and Canada, sales facilities were enlarged, more comprehensive advertising was developed and new products were added. Lipton sales increased more than 13 times, and net profits more than 34 times.

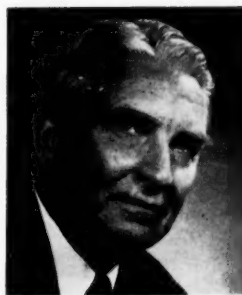
He has always been active in tea industry affairs. He served three times as president of the Tea Association of the U.S.A., was a founder of the Tea Council, and has been its chairman since 1951.

Under his leadership, industry level promotion for tea in the United States came of age. From an annual expenditure of \$9,000 many years ago, the promotion investment rose to more than \$2,000,000 today. Producing country members of the Tea Council are India, Ceylon, Indonesia and East Africa.

Mr. Barker joined Thomas J. Lipton, Inc. in April, 1956, as vice president in charge of new products. He was instrumental in negotiating for Lipton's purchase of the Wish-Bone Co., manufacturers of salad dressings, which was effected in January, 1957.

Previously, he had been executive vice president and director of the Simoniz Co., Chicago, and before that was with the Lever Brothers Co., Cambridge, Mass., for more than 12 years, specializing in new product development, advertising and marketing.

Mr. Barker, born in 1913, is a veteran of World War II, having served as an officer in the U. S. Naval Reserve from May, 1943, to January, 1946. A native of Brookline, Mass., he graduated from Harvard with an A.B. degree in 1935. He also took special study courses at Stanford University's Graduate School of Business in 1935 and 1936, and has an M.S. degree in business administration and chemical engineering from Massachusetts Institute of Technology, 1937.



Smallwood



Barker

He is active in professional, civic, alumni, and social organizations. Among them are the American Marketing Association, American Management Association, Sales Executive Club of New York; Budget Committee and Capital Needs Committee of the Community Chest of Greenwich, Conn.; University Club of Chicago and Harvard Club of Boston; New York Yacht Club, Indian Harbor Yacht Club (Greenwich, Conn.), and Beach Club, Greenwich.

His principal hobby today is sailing and cruising with his family on his 37-foot yawl, "Star Song." Mr. Barker is also accomplished in skindiving, spearfishing, and underwater photography, and enjoys his home workshop when time from his busy schedule permits.

Born on a farm near Londonderry, Ohio, Mr. Smallwood earned his way through high school and college. He graduated from Ohio State University in 1917.

He enlisted in the Ohio National Guard in 1917. Later he was commissioned a Captain of Field Artillery and served in France with the horse-drawn "French 75's" of the Texas-Oklahoma Division. Armistice Day found him a Battalion Commander. He served in Germany during the occupation and was an aide during the subsequent peace conference in Paris. After his discharge in 1919, he retained a commission in the Ohio National Guard until he retired a Lieutenant Colonel in 1931, when he moved to New York City.

After World War I, he picked up his peacetime pursuits in the world of business. From 1919 to 1939, when he joined the Lipton organization, he accumulated an extensive, first-hand knowledge of sales, sales promotion, advertising and administration primarily in the food industry.

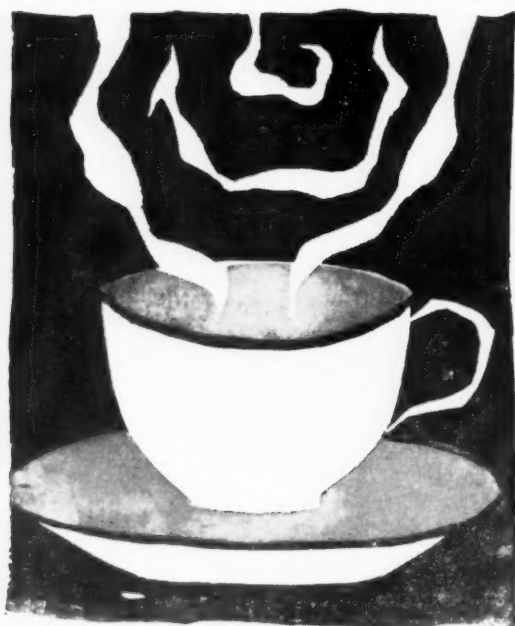
Before becoming president and chairman of Lipton, he was director of sales and assistant to the president of the Borden Co.

He is at present also a director of the Grocery Manufacturers of America, the World Medical Association, and the U. S. Quartermaster Association.

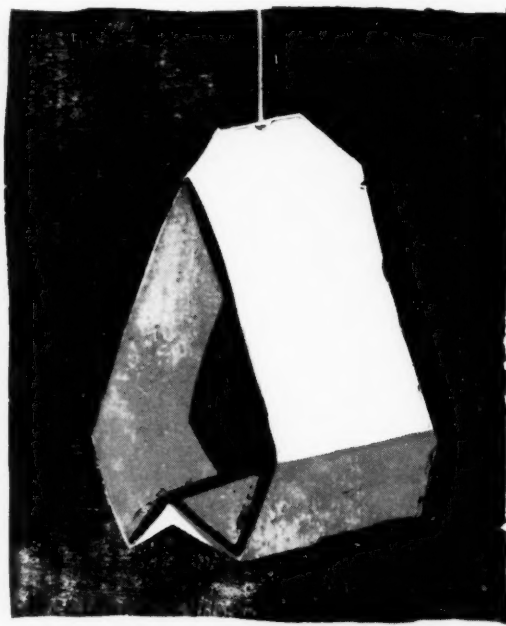
Mr. and Mrs. Barker live on Andrews Road, Greenwich, Conn. They have four children.

One guess

which tea has both:



BRISK FLAVOR! First, drinking Lipton tea relaxes you. Then, its wonderfully brisk flavor picks you up ... without keying you up!



EXCLUSIVE "FLO-THRU"® TEA BAG! The tea bag that lets *all* the wonderful, brisk Lipton flavor come through for you to enjoy!

Answer: Lipton, of course!

Ceylon's replanting project

replacing old tea bushes with new, high-yielding varieties

should increase annual tea production at least 40,000,000 lbs.

More than 30,000 acres of Ceylon's tea plantations will be replanted over the next five or six years.

The result will be an increase in Ceylon's annual tea production of at least 40,000,000 lbs.

The cost of the plan will be met by a cess of four Ceylon cents a pound on tea exports.

These are some of the highlights of Ceylon's tea rehabilitation scheme, as presented at a recent symposium on the island and reported by The Tea and Rubber Mail, London.

Spurring the plan is a fact pointed up in the September, 1958, issue of COFFEE & TEA INDUSTRIES by Annesley de Silva, Counsellor of the Embassy of Ceylon in Washington, D. C.:

"Much of Ceylon's tea is now 70 or 80 years old and in urgent need of replanting. Moreover, most of this old tea was planted with unselected seed at a time when high-yielding varieties of planting material had not yet been developed. The Tea Research Institute has, in recent years, developed strains of vegetatively-propagated tea which give yields of 2,000 lbs. per acre, or more, compared to the present average yield of under 700 lbs. per acre."

In its report on the symposium, The Tea and Rubber Mail refers to vegetatively-propagated tea as "V.P." tea.

The tea plan follows a rubber rehabilitation project started in Ceylon in 1953, and one on coconut begun two years ago.

The tea plan calls for two types of assistance, the symposium was told, one for estates with 100 acres or more, the other for small estates and small-holdings.

The Ceylon tea industry is predominantly a large-estate industry. Eighty per cent of the total tea acreage is on estates with 100 acres, and over 90% of the total crop came from these estates. There were about 940 of these estates, and their average size was about 500 acres each.

With a few exceptions, the large tea estates are most efficiently managed. The spectacular increase in yields over the last 20 years is an index to the efficiency with which these estates were managed. Clearly they did not require monetary inducements to adopt improved agricultural methods. They had already gone to what was probably the farthest possible limit in increasing yields by fertilizer application, by the adoption of improved disease control techniques, etc.

The time had come when yield increases could not be obtained by use of improved techniques on the existing tea. Further increases could come only by replanting part of the acreage of these estates with the newly-developed high-yielding clones.

But hitherto little or no replanting had been done on tea estates in Ceylon. The purpose of the new plan is to in-

duce larger tea estates to embark on regular replanting programs under which they would replant at least a small percentage of their total acreage each year with the newly-developed V.P. clones.

The subsidy paid for replanting would be Rs. 2,500 per acre, and this would not be subject to Ceylon's income tax.

The subsidy would be paid in *six installments*. The first installment of Rs. 500 would be paid after the old tea on the land had been uprooted; the second of Rs. 750 per acre after the necessary soil conservation measures had been adopted

Report on vegetative propagation of tea in Ceylon issued by Research Institute

To help tea planters on Ceylon who want to take advantage of the government's huge replanting project, the Tea Research Institute, Talawakelle, has issued a pamphlet, "Selection and Vegetative Propagation of Tea."

Only vegetatively propagated tea planting material is permitted under the government's plan to replace un-economic tea with high-yielding, good quality clones.

and the land prepared for replanting; the third of Rs. 500 per acre as soon as the replanting had been completed. Thereafter, the last three instalments of Rs. 250 each would be paid at annual intervals, provided the replanted area had been satisfactorily maintained.

Requirements for the payments of the various installments of the subsidy are laid down in the regulations framed under the Tea Subsidy Act, which were published in the Government Gazette of November 7th, 1958. It was not possible or desirable to make the regulations too rigid. For instance, the regulations are completely silent on the question of the period between the uprooting of the old and planting of the new tea. Conditions vary widely from estate to estate, and from clearing to clearing. In some cases it might be possible to plant the new tea almost immediately after the old tea has been uprooted; in other cases it would be necessary to allow a period of two years or more to elapse. It was felt desirable to leave this to the individual estates discretion.

It was hoped to replant a total of about 30,000 acres in the next five or six years, at an annual rate of 5,000 or 6,000 acres a year, the spokesmen said.

Some said that the target was too high; others that the target was too low, compared with the present rate of re-

planting of about 22,000 acres under the Rubber Replanting Scheme.

Figures now indicate that V.P. material will be available for planting an area considerably in excess of 5,000 or 6,000 acres a year.

Of the 940 estates over 100 acres in size, probably half these estates will participate in the scheme. If that happens, then each estate will replant at least 2% of its total acreage each year in order to achieve the target. An estate of 500 acres would replant at least 10 acres a year. The figure of 2% is an *average* percentage. Estates which have considerable experience in planting V.P. material might plant much more. A very experienced planter had indicated that he would be able to plant something like 5% to 6% each year.

The term "replacement" meant the planting of new tea on land which was at present in jungle or in some other crop, and the simultaneous or subsequent eradication of an equivalent acreage of old tea elsewhere. Under the Tea Subsidy Act, such planting qualifies for subsidies. In order to comply, it is not necessary to eradicate the old tea simultaneously with the planting of the new tea. It will be sufficient if the old tea is eradicated at the time the new tea comes into bearing.

The total cost of the plan will be in the region of Rs. 100 m. Therefore, the entire cost of the subsidies paid under the scheme would be less than the value of one year's increased production. These figures underline an important fact: that a comparatively small investment in the rehabilitation and development of the Ceylon plantation industries will yield quicker and richer returns than a comparable financial outlay in any other sector of the country's economy.

Under the Tea Subsidy Act there will be a statutory

board—the Tea Subsidy Board—consisting of the Tea Controller, Tea Research Board Chairman, the Tea Research Institute Director and two or three experienced planters.

Fresh brew automatic tea vendor

introduced in British market

A fresh brew tea vending machine is now available.

The unit is manufactured in England under license from U.S. manufacturers of fresh brew coffee machines.

The tea machine uses the same basic brewing and dispensing mechanism as the coffee model. Tea is placed in each of the machine's 40 cannisters, and each cannister brews 16 cups.

Milk is kept under refrigeration in four containers of one gallon capacity each.

The British manufacturer is Fratings, Ltd. License rights were obtained from the United Coffee Corp., Chicago.

Tea men in England were reported to be very favorably impressed by the brew produced by the machine.

Tea in bed at South Pole

Reveille, which brings joy to few hearts on any continent, is being softened at the South Pole by service of tea in bed.

Personnel at the United States scientific station at McMurdo Sound, in the Antarctic, were pulled out of sleep recently by members of the night crew bearing cups of tea.

Julian Posey, the station's scientific leader, liked the idea so much, he recommended it be adopted as routine procedure.

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how the British pack tea in a modern plant

**centralized production control system ups output,
improves morale in 1,000,000-packet a day operation**

By ALFRED LONG

In tea packing, as in other production, the United States has developed some of the most efficient plants in the world. But we don't have a monopoly on them. Consider, for example, the highly centralized production control system in the huge Lyons Tea factory, in England. This report on it is from Food Trade Review, London, of which Alfred Long is managing editor.

At Greenford in Middlesex, J. Lyons & Co., Ltd., operate possibly the largest tea packeting plant in the Western Hemisphere, if not in the world, producing approximately 1,000,000 packets of tea per day, each filled to an accuracy of ± 3 grams.

This installation is equipped with no less than 40 packeting and cartoning machines, supplied by Rose, and Day, which are fed with the blended teas by a series of overhead weighing and filling units. As the filled and sealed packets and cartons leave the packeting and cartoning machines, they are collated into units of 6 lbs, which are then parceled in a kraft wrapping paper. For this purpose the company recently installed one of the latest Ayers & Grimshaw parceling machines, which is linked by means of conveyor belts to receive automatically the output from a number of Day cartoning machines.

Such a high rate of production of necessity calls for a large measure of supervision by the factory management to ensure maximum machine efficiency, particularly with regard to observance of operators' meal breaks, maintenance of raw material and ingredient supplies, and to the inevitable delays occasioned by breakdowns of the packeting machines themselves.

As a result it was decided that some central method of control was not only necessary but highly desirable. After due consideration of the specialized type of production at Greenford and the type of working statistics which would be required, Lyons decided that the Centralograph Recorder System could best provide the type of data to meet their needs by effecting centralized registration of the production performance of up to 20 connected machines.

The Centralograph installation in the Tea Packeting Plant comprises a 20 column recorder with dialing facilities and 20 rack-mounted automatic integration and display units. Each packeting machine is fitted with a production detecting contact and operator's report dial, the latter incorporating a large red lamp which lights to remind the operator to dial the reason for the stoppage, and remains lit until she has done so.

The production detecting contact is a simple mechanical device which, by means of a light friction drive, senses the movement of filled packets of tea along the output conveyor of the machine. Since the contact transmits signals back to the Centralograph recorder and integrator only when the machine is producing, the recording and count of total productive time and total stopped time is completely automatic. For supervisory purposes, a lamp indicator panel is fitted at a point remote from the central display, to indicate which machines are stopped for certain specified reasons.

Codes for dialing will, of course, vary considerably according to the type of production, but the code used at Greenford is as follows:

1. Paper changes
2. Tea size trouble
3. Weights
4. Label and carton trouble
5. Changeovers
6. Allowed time
7. Engineers' stoppages
8. Any other stoppages
9. Engineer sign off
0. End of day

When the packaging machines are in operation, detecting contacts fitted on the machines transmit electrical impulses



This is Miss Tea for Canada, 1959. She's Montreal model France Joly. She's surrounded here by display material available from the Tea Council of Canada for "Tea for Canada Week", April 13th-18th.

to the Centralograph. These impulses are recorded by this instrument as short horizontal lines on a time-referenced diagram called a centralogram. The diagram paper travels at uniform speed and is divided into 20 columns, one for each machine. The groups of lines obtained in this way represent machine time and the blank space idle time.

The reasons for stoppages are reported manually by means of a dial provided at each machine and are recorded on the centralogram in the form of a numeral at the side of the line registration. Each numeral corresponds to a certain stoppage reason, according to a code determined for each system or machine.

Different ways

The centralogram may be used in different ways to assist supervision and control of production and also to furnish definite data for calculation of wages, planning or costing. By examining the centralogram immediate observations may be made. The centralogram may, on the other hand, be continuously analyzed and the data obtained entered on report sheets, curves or diagrams for various purposes.

If required, the Centralograph installation may include automatic integrators which continuously analyze the information recorded on the centralogram and display it in numerical form on electro-mechanical counters, the display being in units of 1/100th of an hour. Thus, the total productive time, total non-productive time and analyzed non-productive time relating to each machine may be seen at any instant. The numerical information provided by the integrators may be read off as required for statistical or control purposes.

The integrators also provide, by means of colored lamps, a continuous indication of the condition of each machine. These lamp signals may be duplicated either identically or in a condensed form at distant points, if required.

The numbers dialed by the machine operators which normally indicate reasons for stoppages in production, may also be arranged to light signal lamps either adjacent to the machines or in distant departments, to draw rapid attention to particular machine conditions, i.e., awaiting material, requiring mechanical attention, etc. The report dial may be used by the operator while the machine is producing so that the need for material or attention may be signaled before a stoppage occurs.

A guard circuit is provided so that spurious signals which may be generated during machine repair or testing periods do not produce false indications on the integrator lamp display, or false totals on the integrator counters.

Time losses

When considering machine efficiency, the duration of handworking time is of the greatest importance to the efficiency of many types of machines. Some losses, such as setting up time and the time for removal of finished products, are unavoidable, but can undoubtedly be minimized; any excessive handworking time is clearly revealed on the centralogram and shows where action to improve production methods is necessary.

For some processes, certain stoppages are directly related to the raw material being manufactured. A control of the stoppages related to the raw material may cause an in-

(Continued on page 70)



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black tea gaining in Japan

By S. SAIGO, Shizuoka, Japan

Before World War II, some black tea was consumed in Japan, but mainly for visitors. The Japanese people themselves are mainly on a rice diet, and green tea is right for the foodstuffs they take. Therefore, they did not know black tea—its intrinsic value or its taste.

European-style hotels and restaurants used black tea, but in the home it was considered a luxury beverage.

With the postwar period there came a change. Many people from the allied powers, as well as other Europeans, came to Japan as a result of the occupation. Japanese in contact with them had many occasions on which to drink black tea. In this way, they have had a chance to come to know, and like, black tea.

The black teas imported into Japan after the war were the "real McCoy's"—good quality delicious teas.

The experience with genuine black tea among the Japanese took hold. The taste for it spread. From a tea for use with business contacts, it spread gradually into the home as well.

One factor stimulating the use of black tea in the home is that many city-dwellers, young people and students, have begun to eat bread instead of rice.

The leaders of the Japan tea industry imported foreign black tea, blended it with their own country's black tea, and then reexported the mixture. But they were not successful. The cost was too high and they could not improve the quality in proportion to the price.

Recently, imports of Ceylon black tea have become important, and this tea seems to agree with the taste preferences of the Japanese people. Moreover, propaganda for Ceylon tea is being carried out aggressively in Tokyo at this time. Excellent black tea is now produced in Japan. This, mixed with Ceylon black, is sold in packages in department stores and supermarkets. Among the teas sold successfully are these brands—Nittoh, Hinomaru, Morinaga and Meiji. In addition, Lipton Tea Bags are also retailed.

As a matter of course now, not only Japanese people but many Europeans and other foreign visitors consume this tea. Total consumption is about 2,000,000 to 2,500,000 lbs.

The tariff on black tea imports is 30%, but the retail price is extremely high and we are unable to obtain fine, tasty teas at less than \$2.00 per pound.

Nevertheless, the outlook is for consumption of black tea in Japan to increase more and more.

As for statistics on black tea imports into Japan, they have run as follows:

In the calendar year 1950—172,829 lbs., valued at 40,406,050 yen; 1951—773,390 lbs., 222,186,764 yen; 1952—888,004 lbs., 267,804,459 yen; 1953—1,189,257 lbs., 359,541,000 yen; 1954—1,427,289 lbs., 366,319,000 yen; 1955—1,736,775 lbs., 447,923,000 yen; 1956—1,518,835 lbs., 370,782,000 yen; 1957—2,993,389 lbs., 700,867,000 yen.

Ceylon teas now account for 85% to 95% of the total black tea imports.

Ceylon has prepared special promotional material for the Japanese market. One folder, for example, is an attractive four-color piece, with a pictorial map of Ceylon on the front cover. Inside is a graphic key to the altitudes at which the various Ceylon blends are grown. On the back cover are instructions, in pictures and words, on how to brew the tea properly.

See price decline on CTC teas encouraging planters to return to orthodox manufacture

Some producers of CTC teas in India may revert next season to orthodox manufacture.

This possibility is indicated by the Calcutta Tea Traders Association in its annual report. The reason: strong demand for orthodox grades and a marked decline in prices of CTC teas.

High premiums enjoyed by the best CTC teas over the orthodox types have been reduced substantially. Less well made CTC's now have no premium, and are even selling at average prices below comparable orthodox teas, the association pointed out.

A switch from CTC to orthodox teas by some producers would "introduce a better balance between orthodox and CTC teas in the coming year," the report said.

Smallwood reelected Tea Council chairman;

U. S. tea trade representatives named

The Tea Council of the U.S.A., Inc., the tea industry's international promotion organization, reelected Robert Smallwood chairman of the board of directors at the corporation's seventh annual meeting held in New York City.

M. Gopala Menon, consul general of India in New York City, was elected first vice chairman, and Annesley de Silva, counsellor to the embassy of Ceylon, Washington, D. C., was elected second vice chairman.

Edward C. Parker, president of the Tetley Tea Co., Inc., continues as treasurer.

Earlier, the Tea Association named six men to represent the United States trade as directors on the Tea Council.

In addition to Mr. Smallwood and Mr. Parker, they are C. William Felton, H. M. Tibbetts, Edward J. Vinnicombe, Jr., and Samuel Winokur.

Luttrell marks 50th year as tea taster

J. Grayson Luttrell, vice chairman of the board of directors of McCormick & Co., Inc., Baltimore, Md., recently celebrated his 50th anniversary as a tea taster.

The 67-year-old tea expert is internationally known as a tea grader and a leader of the United States tea industry.

He is the author of the world largest book on tea—a seven-foot tome on display in McCormick's "Friendship Court."

Tea Movement into the United States

(Figures in 1,000 pounds)

	Sept. 1957	Oct. 1957	Nov. 1957	Dec. 1957	Jan. 1958	Feb. 1958	March 1958	April 1958	May 1958	June 1958	July 1958	Aug. 1958	Sept. 1958	Oct. 1958	Nov. 1958	Dec. 1958
Black																
Ceylon	3,366	2,786	3,403	3,023	3,037	3,175	2,742	3,915	4,412	2,678	2,148	3,989	3,478	4,401	3,834	3,750
India	1,352	2,353	1,914	2,528	4,152	3,043	3,445	2,714	2,272	2,271	1,935	1,188	1,927	2,327	2,145	2,925
Formosa	562	502	548	365	510	309	344	311	480	362	651	607	694	733	435	927
Africa	394	265	217	273	303	257	510	358	529	526	561	380	241	198	288	439
Indonesia	1,354	1,155	1,430	1,518	1,510	1,070	1,178	1,547	1,836	1,664	1,793	787	993	858	750	1,556
Japan	17	99	197	198	249	96	58	21	56	29	15	61	36	57	5	5
Misc.	219	93	218	128	116	447	598	299	207	411	340	241	272	594	217	346
Green																
Japan	403	276	35	47	71	48	119	34	29	236	351	487	223	433	36	77
Misc.	73	6	17	2	1	9	7	6	...	13	1	4	45	1	15	6
Oolong																
Formosa	38	24	19	66	13	3	36	5	11	8	11	31	32	43	56	14
Canton	1	7	15	14	7	8	12	1	...	3	3	24	8	26	15	13
Sentd Cntr	2	5	6	6	5	5	8	4	3	6	7	3	4	6	4	7
Mixed	17	12	15	19		9	8	4	5	9	16	6	10	22	12	20
TOTALS	7,808	7,593	8,040	8,187	9,980	8,479	9,065	9,219	9,840	8,216	7,832	7,808	7,963	9,697	7,819	10,085

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

Robert B. Law named director

of manufacturing for Lipton

Robert B. Law has joined Thomas J. Lipton, Inc., as director of manufacturing, it was announced by W. Gardner Barker, Lipton president.

Mr. Law, who has been manager of production of the mix division of the Pillsbury Corp., Minneapolis, since 1952, reports to Wallace Kennedy, vice president in charge of manufacturing for Lipton. All production and technical executives and department heads will be under Mr. Law's supervision, Mr. Barker said.

Mr. Law joined American Home Foods in 1946 as assistant plant manager of its Chef-Boy-Ar-Dee Foods division, and before that was in sales at the Scott Paper Co. From 1950 to 1952, he was plant manager of American Home Food's Duff (baking mixes) division.

In 1945 Mr. Law completed four years with the U. S. Army Quartermaster Corps, and left World War II service as a Lieutenant Colonel.

Delano heads 1959 tea convention;

it's Hollywood, Fla., in 1960

C. B. Delano, of Thomas J. Lipton, Inc., has been named chairman of the committee in charge of the 1959 convention of the Tea Association of the U.S.A.

It's being held this year at The Greenbrier, White Sulphur Springs, W. Va.

Tea Association directors have approved the Diplomat, Hollywood, Fla., as the site of the 1960 convention. Specific dates are still to be set.

Lurie retires from National Tea Packing

Edwin S. Lurie, well known in the tea industry, has retired from active duty with the National Tea Packing Co., Inc., packers of tea bags for the trade.

He stepped out of harness after recovering from a siege of illness.

He is presently basking in the sunshine down South.

how the British pack tea

(Continued from page 68)

vestigation into the raw material supply, and various steps may be taken to eliminate the stoppages, such as a change to different material, minor alterations in the preceding processes, or more suitable adjustment of the speed of the machine.

Sometimes it is absolutely essential that certain given directions are followed with regard to manufacturing times and machine rates. The centralogram will then provide a clear record that these directions have been adhered to. Again, where the quality depends primarily on the process time or the speed of the machine, this may be checked by an analysis of the centralogram with reference to these values.

One of the most important advantages offered by automatic production control is better machine utilization, which is based on the proportion of the total time a machine has been occupied, and the proportion of this time that the machine has been producing. With these statistics, a manager is enabled to obtain immediate information as to the utilization of the machine capacity in a department. When there is an overload in the department or when it is necessary to curtail production, the records will be of considerable assistance in deciding on the action to be taken, and the results of this action will clearly show up in the statistics in due course.

Insofar as the installation at Greenford is concerned, I was informed by the manager of the tea department that as a result of better machine utilization since the inauguration of the Centralograph Recorder System last June, Lyons has been able to show an increase in production of 2%—3%—a not inconsiderable increase when we consider the scale of operations. Another interesting facet of this system is the improved management/labor relations which have resulted to the benefit of all concerned. In fact, I understand that Lyons is planning to use this system in certain other factories in the group in the near future.

Aim packages at memorable impressions, not just good initial response, designer says

The flaw in many marketing efforts today lies in the failure to implant a memorable impression in the mind of the consumer, according to industrial designer Frank Gianninoto.

Mr. Gianninoto recently pointed out that while increased attention is being paid to consumer responses at the point of sale, there is a corresponding neglect of those elements which establish a lasting brand image.

"Too many manufacturers have come to believe that their packaging is adequate if it simply has instant and unique appeal," said Mr. Gianninoto. "To establish genuine consumer loyalty, it must have the power to affect the memory as well as the emotions.

"A package should be designed with the same consideration given the development of long term advertising strategy," he continued. "It must spark an initial response and at the same time produce an indelible and meaningful impression."

Mr. Gianninoto said that to stimulate impulse sales and assure repeat purchases, a package should have what he terms "product-relatedness."

"A product-related package," he said, "is thoroughly representative of the brand and of all the pleasure and convenience associated with it. It is related to the product in terms of its distinctive characteristics, the desirable conditions surrounding its use, its function and appearance in the home, its display at the retail outlet, its advertising, and its economical production, shipment, and storage."

Mr. Gianninoto is president of Frank Gianninoto & Associates, Inc., with offices in New York City and Los Angeles.

New electronic system offers continuous control of fill

A new concept of control in can or package filling operations is provided by the AccuRay continuous container fill control system, now being produced by Industrial Nucleonics Corp., Columbus, Ohio.

The system measures average height of fill in containers and actuates feedback control of the filling machine.

Reliability of the system is assured from a minimum production rate of 60 containers per minute to an unlimited maximum rate. Feedback control of the filling machine is automatic and continuous.

A fill measuring head and a fill control instrument comprise the system. Containers are conveyed between a long-lived gamma energy source and a detector in the measuring head. The amount of energy reaching the detector varies in proportion to fill height in the containers, and the detector produces a signal related to average height of fill. This signal is indicated on a meter in the fill control instrument. Integral with the meter are "high" and "low" contacts, from which feedback control of the filler is actuated. The fill control instrument may be either panel mounted or wall mounted adjacent to the conveyor line.

The fill measuring head, which occupies only 25 inches

Packaging

of conveyor direction space, is lightweight and easily installed, yet rugged housings of stainless steel permit water or steam washdowns at any time. Installation and maintenance costs are said to be minimal. No complex piping or wiring is required.

The system is applicable either to liquid or dry fill in containers of various sizes and shapes. Simple adjustment of the measuring head can be made whenever container size or fill level specifications are changed. The wide range of adjustments also accommodates low fill measurement and control in phase or sequence filling when the target level may be low in the container.

The new system is a companion product to the AccuRay individual container fill inspection-rejection system, which inspects up to 1,000 filled containers per minute and rejects all containers not meeting predetermined specifications.

Attachment seals shipping cases with "easy to open" tear tapes

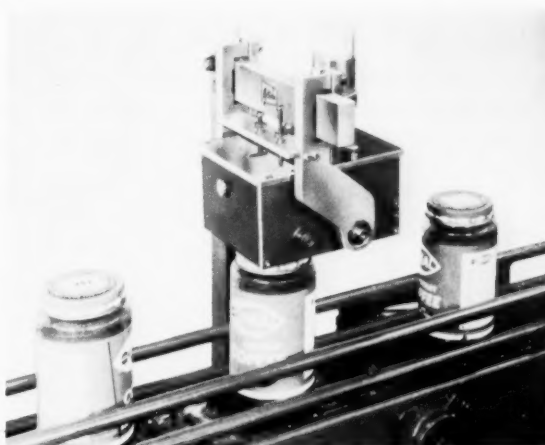
Now, for about 1/10¢ per case, coffee and tea packers shipping in corrugated paper cases can build extra customer goodwill by sealing their cases with a quick, "easy to open" tear-band tape.

Narrow tear-band is applied down the middle of the sealing tape, simultaneously, by means of a new General Corrugated Machinery Co. tear-band attachment to their automatic tape-case-sealers.

A die-cut tab is provided at each end of the tape to enable customers to start tearing through the tape for easy opening, with no personal injury and no damage to the case or its contents.

Because the cases are practically undamaged by this tear-band method of opening, their reuseable life is greatly increased.

The General Corrugated Machinery Co. is of Palisades Park, N. J.



This device, which attaches to the conveyor, automatically imprints prices, codes or other information on jar lids. Made by Adolph Gottscho, Inc., Hillside, N. J., the unit imprints at a rate of up to 100 jars a minute. Inks are fast-drying fluids.

selling iced coffee outdoors

(Continued from page 37)

er's iced coffee message, or a catchy-slogan, stick by constantly "nudging" viewers. Repetitive exposures crystalize his brand image and etch it in sharper focus in the mass mind. This is the medium's great "memory" function.

Outdoor readership research, conducted by Daniel Starch & Staff, New York City, shows widespread awareness of posted messages: (a) 82.1% of urban residents, ten years of age and up, remember current national outdoor posters in a single 30-day period; and (b) better than eight out of ten urban people in all income groups, from which a roaster would logically draw prospective customers, remember current national outdoor posters.

The value of outdoor's repetition, or high frequency rate of impressions, becomes even more important in view of peoples' tendency to forget more than they remember. A test made by psychologists H. E. Burt and E. M. Dobell showed that people remember only 52% of the advertising they saw only yesterday. After two weeks, they retain only 5%. Outdoor's quick build-up of repetition counteracts the human tendency to forget. The Traffic Audit Bureau's Cedar Rapids research shows that, on the basis of a No. 100 showing, the average person living in that town who is exposed to advertising at all has received 6.16 exposures to the same posted message within just the first week of the four-week showing period.

Another advantage for the roaster who uses the outdoor medium is its *flexibility*. He can deliver his iced coffee sales story to any market or combination of markets. Because panels are located strategically, they can be selected or regulated in coverage intensity or degree within any area to reflect the roaster's marketing needs and distribution pattern within the market. Not only can the posted message promote the picture of his package, just as it appears on dealers' shelves, and the pleasures of drinking iced coffee, but it can also be located near retail outlets and catch consumers' attention while they are on their way to shop. The attention, the interest and the reason for buying—which may have been stimulated by other media—can often be translated into a sale for the roaster if his attractive posted message is presented to housewives near the point of purchase.

Follow the coffee "sun"

Outdoor has seasonal flexibility. It can literally "follow the sun" to seek out sales for the advertiser. Roasters, for instance, can promote iced coffee in the sunny South during the winter months, using the flexible outdoor medium as climatic conditions of sought-for markets indicate.

The cost of a medium always looms as important in planning the advertising budget. On a national per-thousand basis, outdoor's universal coverage and intensive repetition can be had for the amazingly low cost of 22 cents.

The medium also has a *merchandising potential* on which roasters can capitalize. Poster campaigns lend themselves admirably to the "follow through" promotions acquainting the wholesale-retail trades with details of roasters' poster campaigns. The medium's merchandising potential is often exploited with reproductions of the current poster for store tie-ins, indoctrination meetings

for the roasters' salesmen or his wholesalers' and retailers' salesmen. The poster-size advertisement has been used in television commercials as a backdrop for the commercial. The poster can be incorporated effectively in newspaper ads and in mailing pieces. In supermarkets, the poster has been featured—in actual or reduced size—as point-of-sale.

An examination of poster and painted panel campaigns shows roasters concentrating generally on hot coffee. Iced coffee surveys show roasters investing only a small portion of their advertising budgets in outdoor iced coffee promotions. Yet, as this publication points out, "Iced coffee can be sold—all it takes is promotion."

Popularizing iced coffee as a summertime beverage can be accomplished through advertising that reaches all individuals, including every possible coffee user. Such an objective allows of no flash-in-the-pan effort, but must be constant, consistent and, above all, repetitive.

Roasters could ponder the success of the soft drink and brewing industries. They have created a demand for their products that enables them to sell at peak volume during the summertime. Both of these industries, incidentally, are consistent and large-scale users of the outdoor medium.

Broadening your market

Roasters can broaden their market base through hard-hitting promotion of iced coffee as a summertime beverage among the young adult groups.

Young adults comprise a rapidly growing market. The Bureau of the Census pointed out recently that the big population upsurge, in progress since the early months of World War II, will culminate within the next 22 years in a 38% to 51% increase in the number of U. S. households. According to the Bureau, the number of households will rise from 50,400,000 in 1958 to 69,000,000 by 1980. Furthermore, it intimates, if the rate of family formation increases, as it expects it will, the total might go as high as 76,000,000.

Today's increase in the number of families points the way to more coffee sales. Nowadays a greater percentage of our people are getting married, and at an earlier age, too. The burgeoning of this young adult group is an important factor in the current trek to suburbia and the rapid growth in home ownership.

The fact that young people are outdoors more often than any other age group means they'll see the roaster's posted message. The college-age and pre-college-age groups have been effectively exploited by the milk, soft drinks and other beverage industries for years. Here is a potential iced coffee market ready to be cultivated by far-seeing roasters. Moreover, Starch research shows that readership of outdoor posters and painted displays is strongest among viewers ten to 35 years of age. This group includes young adults—those in the family formation stage when brand loyalties are established. It also embraces younger people, who already are coffee drinkers (or will be in a few years). The youth group can be "educated" through persuasive advertising to drink iced coffee throughout the year.

There are any number of roasters who can point with pride to successful outdoor campaigns promoting hot coffee. They can score similar sales successes promoting the beverage as an iced drink, capitalizing on taste, appetite and thirst-quenching appeals.

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

the pimenta industry of Jamaica

By DR. ERNEST GUENTHER, Vice President and Technical Director
Fritzsche Brothers, Inc.

The pimenta tree (*Pimenta officinalis* Lindley, fam. *Myrtaceae*) grows in great profusion, and wild, over extensive areas of Jamaica, B. W. I., usually at altitudes exceeding 800 feet. It is not cultivated because it springs up spontaneously on ruinate land (abandoned coffee plantations) from seed dropped by birds. Moreover, the tree matures so slowly that cultivation is uneconomical. (Experiments in raising young plants from seed in nurseries have been successful; but no one practices this method for the reasons just mentioned.) A pimenta tree begins to bear fruit after seven years, and may attain an age of 80 to 100 years, and a height of 30 to 40 feet.

The best soil for its growth lies in the red limestone (bauxite) region of Jamaica.

Producing areas in the order of their importance are: the Parishes of St. Ann, Manchester, St. Elizabeth, Trelawny, St. Catherine, St. Mary, and (in much lesser quantities) Portland and Westmoreland.

I. PIMENTA BERRIES

Development of berries:

The trees blossom about Easter-time. The berries start to develop approximately two weeks later. Depending on elevation and weather, the berry harvest may last from June until October.

Harvest of berries:

To collect the berries, native workers climb into the tree, break off the terminal branches and throw them to the ground. Here the so-called "shellers," also native workers, separate the berries from the branches by rubbing the material between their hands. Then the berries are brought to a processing station in baskets, bags, tin cans or any suitable vessel. Here the berries are heaped up and left for 24 hours. This brings about a slight fermentation, as evidenced by a rise in temperature within the heap. Berries thus treated and later sun-dried develop the dark color desired by the spice trade. (If dried without preliminary fermentation, the color of the berries remains green. Such spice is liable to "gum up" the grinding mills!)



"Shellers" rub the terminal branches between their hands, separating the pimenta berries from the leaves.

For drying the berries—right after fermentation—are spread on concrete platforms (barbecues). In sunny weather this requires about one week, in cloudy weather it takes more time. If rained on during the drying process, the berries are liable to lose flavor by turning moldy and powdery. The proper stage of dryness is reached when the seeds rattle within their shells. This can easily be ascertained by taking a handful of berries and shaking them against one's ear: a gentle rattling sound proves that the drying process has been completed. All that remains to be done now is to remove fragments of stalk, dust and any foreign matter by winnowing. The cleaned berries are finally placed in bags—one bag holds about 150 lbs. of dried spice—and are delivered to the government warehouse, the government now being the sole marketing and export agency for Jamaican pimenta berries.

Quality:

In former years, the trade differentiated between so-called "settlers' berries" and "planters' sifted berries," the latter quality being considered superior. (Cf. Ernest Guenther, "The Essential Oils," Vol. IV, p. 371.) This grading

no longer exists, the spice now exported from Jamaica being of only one quality.

Exports of pimenta berries from Jamaica:

The following quantities of pimenta berries have been exported from Jamaica in the past few years (official figures):

1954—6,627,156 lbs.; 1955—2,769,770; 1956—5,145,059; 1957—3,941,342.

In 1957 exports were divided as follows: West Germany—1,258,343 lbs.; U. S. A.—831,949; United Kingdom—424,120; Holland—390,022; Sweden—385,243; Canada—171,220; Finland—128,813; Australia—68,544; Yugoslavia—66,669; Martinique—51,500; Norway—27,947; Italy—17,580; New Zealand—16,800; Belgium—16,800; France—15,591; Denmark—11,182; Peru—10,400; Japan—8,960; Spain—8,186; all other countries—31,473. Grand total—3,941,342 lbs.

Exactly yearly production figures for pimenta berries in Jamaica generally are not available. One year of heavy production is followed by two years of lean harvest.

Use of pimenta berries:

Ground pimenta berries are used by the spice industry for flavoring and culinary purposes and by the essential oil industry for isolation of the volatile oil by distillation. No pimenta berry oil is produced in Jamaica, distillation being carried out mainly in Europe (particularly Germany) and in the United States, from imported berries.

Next month: Pimenta leaves

Duncan, Morton in new Hazel-Atlas posts

J. W. Thayer, general sales manager for the Hazel-Atlas Glass Division of the Continental Can Co., has announced the appointment of John M. Duncan as eastern regional sales manager and Walter D. Morton as New York district sales manager for the division.

In his new position, Mr. Duncan will have under his jurisdiction the Hazel-Atlas sales districts in Boston, New York, Rochester, Schenectady, Philadelphia, Baltimore and Newark. His headquarters will be at the division's New York office.

Walter D. Morton, as New York district sales manager, will be responsible for sales in the metropolitan area.

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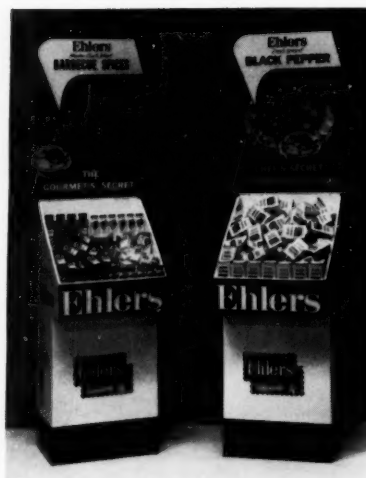
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This jumble floor bin, designed for year-round use, is supporting the gourmet line of spices introduced recently by Albert Ehlers, Inc., Brooklyn, N. Y. The display has six interchangeable promotional header boards, two of which are shown. The light-weight unit can be moved to tie-in departments and appropriate headers inserted.

Plan to make FEMA's "golden anniversary" convention best yet

The 1959 convention of the Flavoring Extract Manufacturers Association will be its 50th. It will also be the best one yet, from the plans underway for this "golden anniversary" convention.

It will take place May 10th-13th at the Roosevelt Hotel, New York City.

Thorough discussion by nationally known speakers is being arranged on the most vital subjects in the flavor field, according to Robert Krone, of Fritzsche Brothers, Inc., chairman of the Golden Anniversary Convention Committee.

In addition to the business sessions, a varied social program is being arranged. Sunday evening, May 10th, the hospitality party will take place, courtesy of the suppliers. Monday, May 11th, a luncheon is scheduled at the Stork Club for ladies and non-golfers, while the annual golf tournament is played Monday afternoon at the Westchester Country Club, Rye, N. Y. Monday evening, the entire convention will move to the Latin Quarter for dinner, dancing and entertainment. After the business session Tuesday afternoon, the President's reception will be followed by a gala banquet and dancing.

Dr. S. H. Baer, Blanke-Baer Extract & Preserving Co., and Robert E. Heekin, Heekin Can Co., are the only living survivors of the original incorporators of FEMA. However, the association is well represented by the second and third generation of the founders.

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San Francisco Samplings

By MARK HALL

■ ■ There has been activity among the the roasters at this writing. Stocks were low. They held up buying as long as they could. But the time always comes when they must enter the market. It is said by some brokers that they believe the roasters would like to see the market stabilize around the present figures.

For the time, Colombians are strong to a point where the differential between them and Brazils runs around eight or nine cents. Centrals are mostly sold out within their quota, except for Mexicans. The price of Centrals is fairly firm, in contrast to the weakness of last December, when the new crop was pressing the market.

Under present conditions, the sale of Brazils has been heavy. The market has had some resistance against reductions in price for the present, but the opinion is that with the mounting surplus and the large crop anticipated for next season, pressure will continue inevitably to bear down on the market. How the gap will be closed between Brazils and Colombians is anybody's guess.

There always seem to be some spots around, and they have been selling at a premium. Brokers say there is a trend away from Robustas and a growing use of Milds and better grades on the Coast.

As to the effects of the devaluation in Brazil, futures had mostly discounted the effects. Actuals went down about three cents and to date have remained around those levels. Evidently this procedure has given Brazils a temporary advantage at least, for large shipments have been entering this country.

To show the yearly trend of Brazil and Colombia shipments, the following figures were furnished from an analysis by Joe Hooper. In December, 1958, Colombia furnished 22.52% of the green coffee shipped to the Pacific Coast. In December, 1957, it was 23.94%. For the year 1958 it was 19.12% and for 1957 it was 18.42%.

The trend to Brazils reflects the spurt in December. Brazil shipments in December, 1958, were 35.23% of the total, and

in 1957 were 36.28%. However, in 1958 Brazil's total for the year was 28.14%, as against 39.16% in 1957. Total imports of green coffee to the Coast were 6.81% less in 1958 than in 1957.

■ ■ Werner Lewald recently completed a trip for his company, the Transpacific Transportation Co., during which he traveled to Japan, Copenhagen, Germany, France and Holland. He flew back on one of the new P.A.A. jet airliners.

Werner seemed particularly impressed with the coffee habits of the Germans.

PICKING EXECUTIVES

By Mark Hall
See
"Mark my word"
on Page 42

They take pride in their brewing, more so than Americans. Retail prices there have come down considerably of late. Germans have coffee houses in which the drinking of coffee has its social aspects.

Since the way coffee stores have developed, some of them rather large. They specialize in coffee, with the additional items sometimes, such as confections directly associated with coffee. As an inducement, a store will often have a coffee bar, and the price of a cup ranges considerably in price, in accordance with the class of patronage.

Coffee for the home is bought mostly in the roasted bean. The housewife has either a hand-grinder or an electric one. On the whole, coffee is considered more of a luxury in Germany, and they are therefore more particular as to its brewing.

■ ■ Tom Moss and Edward Bransten have been reappointed to the U.S. Board of Tea Experts.

■ ■ Vincent Bickel has recently been appointed to Gordon Yates, human relations manager for Schilling's. He was formerly secretary to R. C. Crampton, general manager for the Schilling's Divisions of McCormick & Co.

Schilling's has been acting as host to school and other organization groups interested in how business and industry operate. They have been averaging about one a week. Recently 19 girl scouts visited the company. Warren Kludt showed them the intricacies of the coffee department, a movie on coffee growing in Brazil and one on spices. He talked to them for a half hour, then they were escorted through the plant and later treated to coffee or tea in the Colonial Room.

■ ■ Safeway, Edwards Coffee, is building a soluble coffee plant next door to their plant in San Francisco.

■ ■ W. W. Budge has been elected a new vice president of the Folger Coffee Company. Peter Folger announced recently.

■ ■ Tom Black, of Nauman Gepp & Co.'s Santos office, visited this city last month. He spent a good deal of time with Weldon Emigh, who's company represents them on the Coast. Tom has been living in Santos about nine years, and prior to that was a resident of San Francisco, where he has many old friends.

■ ■ Trained safe crackers did a neat job on United Coffee's strong box and got away with a sizeable sum of cash. It is to be noted that, owing to the drop in coffee prices, they took the money instead of coffee. It was not always so.

■ ■ Reuben Hills III and Roger Baker were elected to the NCA board of directors.

■ ■ The coffee industry can now boast of a "squash rackets" team, which is holding forth in the handball courts of the Olympic Club. The team includes Tom Duff, Frank Goodwin, John Roddy and Bill Budge. This squash playing fraternity plays a swift game, and if you see John Roddy with a bruise over his eye, you'll know it was the game and not violent contact with a low lying foot rail.

■ ■ Ed Johnson Sr. left direct from Boca Raton for Mexico. Why come back home when he has Ed, Jr., looking after things? Norman and his wife were also off to Mexico for a vacation, but it was not reported whether there was a family reunion.

(Continued on page 79)

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New York News

■ ■ "We urge all necessary action to halt the practice of wringing ever more cups from a pound of coffee. Only disaster for the coffee trade and dissatisfaction on the part of the coffee drinking public awaits the continuance of this detrimental practice."

This message was sent last month by William H. Keogler, Jr., to the Boca Raton, Fla., convention of the National Coffee Association.

Bill, who is with Albert Ehlers, Inc., was acting as the newly elected president of the New York Coffee Roasters Association.

Meeting at the New York Rifle Club, the association also elected Edward T. Down, of Martinson's Coffee, Inc., as vice president; Dan Gilbert, U. & J. Lenson Corp., secretary; Thomas E. Dannemiller, Dannemiller Coffee Co., treasurer.

Chairman of the association's publicity committee is C. J. Fromme, Fromme & Co., Inc.

■ ■ The coffee trade has been saddened by the death of one of the oldtimers on Front Street, Samuel H. Owen.

Although he was only 58, Mr. Owen was in coffee for 43 years. He began in coffee at the age of 15, with Wier & Co., New York City.

At his death, he was the sole surviving partner in the green coffee brokerage firm of Owen & Stephens.

He was a prominent and popular figure in the industry.

■ ■ Charlie Rogers, who retired last month as assistant vice president of the Irving Trust Co., New York City, was guest of honor the same day at two separate farewell events.

Spice people tendered him a luncheon at the New York Athletic Club.

The American Spice Trade Association's board of directors named him the first honorary member of the association's Associate Member Section, and commemorated the action with an engraved silver tray. The 40-odd spice people at the luncheon also presented him with an engraved gold wrist watch.

The same evening about 35 of Charlie's coffee clients gathered at the Antlers Res-

taurant, on Wall Street for a surprise farewell dinner. They gave Charlie a Polaroid camera and a print copier as tokens of their esteem.

Charlie was with Irving Trust since 1917, most of that time in the International Banking Division. He was named an assistant secretary in 1944, and an assistant vice president in 1954.

He carries with him into retirement the best wishes of his many friends in coffee, tea and spices.

He has been succeeded at Irving Trust by William Sibrava, who worked with Charlie up to his retirement, and has come to be well known and well liked in these fields.

■ ■ James J. Riordan, traffic manager for the Robin Line service of Moore-McCormack Lines, died suddenly last month at his home in New York City, following a heart attack. He was 52.

Mr. Riordan, well known in maritime circles both in New York City and in Africa, had headed the Robin Line's traffic department since May, 1957, when the line was acquired by Mooremack.

Before that, he had been solicitation manager for the Robin Line for two years.

Born in New York City, he attended parochial schools here, graduated from Manhattan College, and also attended New York University Law School and the American Institute of Banking. He began his marine career on the Robin Line docks as a clerk and checker.

■ ■ Two long-term employees of the Sol Cafe Manufacturing Co., Jamaica, N. Y., were presented with commendation awards by Ernst G. Deutsch, company president, at a holiday party.

The recipients were George Wiggs, of New York City, who has been a mechanic at the plant for 15 years, and Margaret Wiggs (not related to George), who is in charge of the packaging and shipping department, and has been a Sol Cafe employee since the company was founded 16 years ago.

The awards presented by Mr. Deutsch were gold watches engraved with personal messages.

The party also marked the unofficial

opening of Sol Cafe's new \$2,500,000 plant.

Mr. Deutsch paid tribute to the "shoulder-to-shoulder" effort by all the employees, without which "Sol Cafe could never have reached its present position of leadership."

■ ■ Leslie E. Springett, vice president of C. A. Mackey & Co., Inc., died earlier this month after a long illness. He was 59.

Mr. Springett was in coffee for nearly 40 years, about 20 of them with Mackey.

Active in industry affairs, he was chairman of NCA's Agricultural Development Committee from 1954 to 1957. He was also a member of the association's consignments committee.

He was the author of "Quality Coffee," a book published in 1935 by The Spice Mill Publishing Co.

■ ■ Max Margolies, president of the Tea Pack Co., Inc., New York City, tea bag packers for the trade, has announced that his son, Joel, has joined the firm.

Joel, who will learn the business from the ground up, is starting in the production department.

He is a graduate of the University of Alabama, where he majored in accounting. He was associated for a year with a firm of certified public accountants, and then served two years in the Army, in the finance division. He was stationed at Fort Devons, Mass.

■ ■ Steve Harwin has joined the National Tea Packing Co., Inc., as a sales representative.

He was formerly in sales in the textile field.

■ ■ Visiting in the United States is Kenzaburo Ikeda, who is in charge of production for the Japan Tea Buying Agency, Shizuoka. He is the brother of Ken Ikeda, well known in the tea industry here.

At the end of March, Kenzaburo will go to Chile for a six-months stay, during which he will study the tea market there.

This is Kenzaburo's first trip to the United States.

Due here later this month is the father of the Ikeda brothers, Kenzo, who heads up the Japan Tea Buying Agency. It will be his annual trip.

After a visit of about a month, Mr. Ikeda will return via Europe and North Africa.

While in New York, the Ikedas make their headquarters at Dodwell & Co., Ltd.

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New Orleans Notes

By W. McKENNON

■ ■ "Operation Safety Cup" opened here just before the Christmas and New Year holidays, with widespread publicity in the local papers. Coffee booths with coffee supplied by Luzianne Coffee Co. were located in five strategic spots around New Orleans and free coffee was served from 1 p.m. to 1 a.m. on Christmas Eve, from 4 p.m. to 2 a.m. New Year's Eve and from 4 p.m. to midnight New Year's Day.

The Fraternal Order of Police distributed 20,000 bumper tags carrying the slogan, "Stay Alert, Stay Alive, Make it Coffee When You Drive."

Cooperating in the campaign to cut down on the traffic accident death rate were the New Orleans Lodge of the Fraternal Order of Police, the City of New Orleans, the Metropolitan New Orleans Safety Council and New Orleans coffee roasters.

■ ■ Sam Israel, Jr., and Herman Kohlmeier have been appointed co-chairmen of the memorial gifts division of the \$3,-800,000 Touro Infirmary Expansion Fund drive.

■ ■ The New Orleans green coffee bowling league has announced that S. Jackson & Son is first high team, three games, at 2,365; Delta Line is second, three games at 2,318; and Dupuy Storage & Forwarding Corp. is third, three games at 2,297.

S. Jackson & Son rolled the high team game, at 897; Delta Line was second, with 849; and Westfeldt Bros. third, with 841.

First high individual, three games, was H. Waguespack, Aron No. 1 team, 592; Harrell Lemonier, S. Jackson & Son, was second, with 562; and L. E. Dittmer, Delta Line, third with 557.

First high individual game was scored by Harrell Lemonier, 239; second, L. E. Dittmer, 235; third, Bob Nolan, Delta Line, 219.

Teams standing run: Delta Line, 51½; Dupuy, 42; Leon Israel & Bros., 39; S. Jackson & Son, 38½; Biehl & Co., 38.

Harrell Lemonier again led the session, with 164; Jack Taylor, Jr., of J. Aaron & Co., was second with 163; Elroy Tedesco, Detal Line, was third with 160; L. E. Dittmer, fourth with 157; and Floyd Keen, of Dupuy's team was fifth with 156.

■ ■ Solon B. Turman, president of the Lykes Brothers Steamship Co., Inc., was elected to the board of directors of the Hibernia National Bank here.

Mr. Turman is vice chairman of the board of Lykes Bros., Inc., of Tampa;

a director of the Illinois Central Railroad; chairman of the board of the Gulf & South American Steamship Co., Inc.; and a member of the Transportation Center Advisory Committee at Northwestern University.

■ ■ Moise Campeas, director of Universal Exportadora de Cafe, a coffee exporting firm, arrived in New Orleans early in January aboard the SS Del Sud, en route to Boca Raton for the convention. He was met by Austin A. O'Brien of Byrne, Delay & Co.

■ ■ The Mississippi Shipping Co., Inc., issued invitations for U. S. shipyards to bid on the construction of three new freight vessels. The three ships are among 14 the corporation expects to construct under a \$160,000,000 contract signed with the Maritime Administration.

■ ■ The Gulf & South American Steamship Co., Inc., has signed a 20-year operating subsidy agreement with the U. S. Maritime Administration for the construction of five ships estimated to cost between \$46,000,000 and \$55,000,000. The new vessels will operate between Gulf ports and the west coast of South America. The ships will replace the line's present fleet of five C-2 type vessels, the Gulf Merchant, Gulf Shipper, Gulf Banker, Gulf Farmer and Gulf Trader.

■ ■ Reports in the trade here indicate that the Eola Coffee Co., Orlando, Florida, has merged with the Churchill, Inc., Miami.

■ ■ Walter Dunn, of the Dunn & Cain Co., Los Angeles, visited at the offices of Otis McAllister, Ltd., enroute to the convention.

■ ■ The appointment of William T. Morris, Jr., as district manager, East Gulf ports, Mobile, and J. G. Tompkins III as manager of the Brownsville, Texas, office of the Lykes Bros. Steamship Co., was announced here. Mr. Morris succeeds W. H. Hagan, who retired after 38 years with the company.

■ ■ Among those who attended the National Coffee Association Convention at Boca Raton from New Orleans were Mr. and Mrs. James S. Levy; Mr. and Mrs. Ed J. Granuchau; Mr. and Mrs. Alan Bories; Robert A. Muller and F. John Dreyfous, all of J. Aaron & Co.; Mr. and Mrs. Austin O'Brien, Byrne, Delay & Co.; Robert Williams, Volkart Brothers; Mr. and Mrs. Louis Arnaud and Mr. and Mrs. Glendy Munson, Lafaye and Arnaud; Mr. and Mrs. Eddie Rosen and Mr. and Mrs. Milton Ruth, Leon Israel

& Bros., Inc.; Phil Ricks, Adolph Ricks & Co.; L. W. Seemann, Mississippi Shipping Co.; Albert Schaaf, Stewart Carnal & Co., Ltd.; Ralph Richards, Otis, McAllister, Co., Ltd.; J. W. Gehrkin, R. E. Schanzer & Co.; Albert Barrientos and George Westfeldt, Jr., Westfeldt Bros.

■ ■ A new fast freighter and passenger service between New Orleans and Puerto Rico was announced here by the Bull Insular Line, Inc. Biehl & Co. has been appointed Bull Line agents at Mobile and New Orleans.

■ ■ Coleman W. Hull, of J. Aron & Co., Inc., spent a fortnight during the Christmas holidays traveling through the West Indies.

■ ■ John Thornton Kilpatrick, Sr., manager of the mail department of the Mississippi Shipping Co., died in January. He had been with the company since World War II and was a member of International House. He is survived by his widow, one daughter and one son.

■ ■ The Community Coffee Co. ran a half page advertisement in the Times-Picayune on their premium catalog, with a coupon for mailing. Shown on the cover of the catalog pictured in the ad were a coffeemaker, a clock, a deep fryer and a cannister set.

Southern California

By VICTOR CAIN

■ ■ Walter Dunn, of the Dunn & Cain Co., Los Angeles, took off for a trip to the National Coffee Association Convention, which was held again this year at Boca Raton, Florida. However, Walt intended stopping off in New Orleans to see one of our old Los Angeles Green Coffee men, Bill Kunz. On his return trip, the complete circuit was to be made, with a short stay in New York. From the reports we have had out here on the West Coast, the convention was once again most successful.

■ ■ V. R. Van Natta, Vice President of Monarch Finer Foods, Inc., for the Pacific Coast, came to Los Angeles on a business trip, and remained here for several days. Then off to San Francisco, where he stopped off at their offices in that city.

■ ■ Les Belger, general manager of Coffee Industries, Inc., a Los Angeles roaster, spent several days traveling through Arizona on business.

■ ■ Gene McMasters, of Otis McAllister & Co., Inc., was asked to spend a three or four month period in Honduras, C. A. Gene expects to assist Joe Harth in his operation down there for these few months, which is the busiest time of the

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year there. At the same time, he will be able to get a very thorough education in green coffee from the exporters end of the business, and view the processing of the green bean from the time it is picked until it is finally on the vessel to the United States. After his stay in Honduras, Gene will return to San Francisco, where he will again take up his duties with Otis, McAllister.

■ ■ The Los Angeles Coffee Club announced that the new officers for the year 1959 are Bud Dominguez, president, Victor Cain, vice president, Earl Lingle, treasurer, and Walter Dunn, secretary. But succeeded himself, after he filled an interim term made vacant by the resignation of Duane Smith, formerly of Smart & Final Iris Co., who had left that firm to go into another business.

■ ■ Mr. and Mrs. E. A. Johnson, of E. A. Johnson & Co., San Francisco, came to Los Angeles over the New Year holiday, to view the running of the Santa Anita Handicap, which boasted the great horse "Silky Sullivan". They were accompanied by Mr. and Mrs. Phillip Klipstein, owners of Silky Sullivan.

■ ■ Mr. and Mrs. William E. Waldschmidt, vice president of Hard & Rand, Inc., New York City, spent the Christmas holidays in Los Angeles visiting with many of their close friends. From Los Angeles they flew to Las Vegas, Nevada, to try their hands with the many games of chance.

■ ■ Tom Black, of Naumann Gepp & Cia., Ltda, Santos, came to Los Angeles for a short visit after the convention in Boca Raton, Fla. It has been ten years or more since Tom has been in Los Angeles, and he could not get over how large it has grown, in size as well as in population. While here, Tom made his headquarters with John and Charlie Mack, of E. B. Ackerman & Co., who represent Naumann Gepp in this city.

Chicago

By HARRY LANE

■ ■ Morris Nedlin, 75, died in the Edgewater Manor Convalescent home. He owned and operated a company manufacturing spices and extracts until his retirement seven years ago. Surviving are a son, Max, and a daughter, Mrs. Rose Kirschenbaum.

■ ■ Memorial services were held recently for Louis W. Strand, 50, of Glenview. He was district sales manager for the Maxwell House Division of the General Foods Corp. Surviving are his widow Ruth, two sons, L. William and Peter P., three brothers and four sisters.

■ ■ E. E. Hargrave, Jewel Tea Co., Inc., Chicago, was chairman of an NAFC Management Clinic built around the theme, "Improving Profits Through People", at the Sheraton-Cadillac Hotel in Detroit.

Mr. Hargrave said the current critical need of the industry to offset rising costs by raising productivity was reflected in the three major topics around which the program will be built. They are: motivating

people for increased satisfaction and profit; finding and developing management people for the future; and labor relations that benefit employee and company.

The clinic had the regular pattern of brief presentations by "speakers", followed by an informal exchange of experience and ideas in small discussion group, except for the session on labor relations.

■ ■ Gordon W. Matlock has been appointed vice president and John F. Langdon treasurer of the Chicago Coffee Cabinet Corp., Lewis B. Regan, president, announced. The company is a newly formed midwest sales subsidiary of the Coffee Cabinet Corp.

■ ■ The annual bachelor dinner of the Chicago Coffee Club, usually held in December, was postponed until some time early in 1959.

■ ■ Jay S. Van Soestberg, salesman for the Maxwell House division of the General Foods Corp., was elected president of the Grand Rapids Grocery Manufacturers Representatives, a group including some 110 salesmen from the local and Muskegon areas.

Gordon Wanger was elected vice president, Philip D. Wolz secretary and Jacob J. Wierenga treasurer. Elmer A. Briggs and Henry Texer were named to the board of directors.

■ ■ The Franklin MacVeaghand Co., one of the oldest grocery jobbers and distributors in the Chicago territory and holder of the IGA franchises for the metropolitan territory, moved into their fine new plant at Pratt Boulevard and Route 83, Elk Grove Village. Two day open house was held, and several thousand in the food trade visited the modern headquarters and enjoyed the hospitality provided by the various suppliers of the company. S. F. Morgan is the general manager of the new plant and Mrs. M. M. Morgan is president of the company. The Thomas J. Webb Coffee Co. served the coffee to the visitors.

■ ■ The Chicago-Canteen Co. of America will celebrate its 30th anniversary this year, having been founded by Nat Leverene three decades ago in Chicago.

St. Louis

By LEE H. NOLTE

■ ■ The St. Louis Coffee Club again had its annual Christmas party at Le Chateau. There were about 50 couples attending and everything went off very smoothly and in grand style. Cocktails were served at seven o'clock and a delicious dinner at eight. The orchestra started playing at eight o'clock and signed off at one o'clock in the morning.

Immediately following dinner, Gene Crowson, chairman of the entertainment committee, with the help of several co-workers, presented each lady with a lovely traveling clock. This, of course, went over in a big way.

Everyone is looking forward to another such party next year.

Once again, Pete Rubinelli, president of the Star Coffee Company, and his fine group of co-workers in the company, put on a very lovely Christmas party. As usual, there was a great array of fine foods, plenty of good coffee, and liquid refreshments were in the adjoining room. Everyone had a wonderful time. Most came early and stayed late. Each guest went home with two pounds of fine coffee—Star Brand, of course.

I know all of us extend the very best of wishes to Pete and his fine company for a very good year in 1959.

San Francisco

(Continued from page 75)

■ ■ At the last meeting of the Western States Tea Association, the principal business of the day was trying to persuade Werner Lewald to have his company give a tea party on one of their ships. It might work out.

■ ■ According to Joe Stonum, president of Tempo-Vane, his company has made important improvements in their Automatic Packaging Line. This machine opens the bag, fills it, vibrates it to settle the coffee, tucks for air-tight sealing, then heat-seals and glues. This is the complete operation. It features something new in bag opening and simplicity of operation. Installing hydraulic equipment has added to its efficiency and ease of operation.

The Robb Plan for ending

Brazil's coffee surplus

A plan for solving Brazil's coffee surplus was offered recently by columnist Inez Robb, who was traveling in that country.

"Now there is no expert like the casual traveler for solving the crisis problems of other nations," she comments, "and I think I can solve the coffee over-production problems of Brazil. The problem is simple: The Brazilians produce too much coffee and don't drink enough of their own brew.

"This diagnosis is going to cause screams of outrage from the Brazilians, who proudly say that their average consumption of coffee is 30 cups a day.

"True, but what cups! The Brazilian coffee cup is a demi-tasse that holds, at best, a scant tablespoon of coffee. If the Brazilian would just switch to the average-sized demi-tasse cup, he would triple his consumption of coffee. And if he latched onto regular breakfast coffee cups, he'd drink up every drop of the surplus he raises.

"Now Brazilian coffee, per se, is not so strong as the Brazilian insists. The coffee is simply a different roast, and so it seems stronger and blacker. Brazilians are preserved in coffee, as it is, just as certain persons who shall be nameless are preserved in martinis. A little more won't hurt 'em. Coffee, that is. And the Robb Plan is guaranteed to put an end to the coffee surplus, the national migraine."

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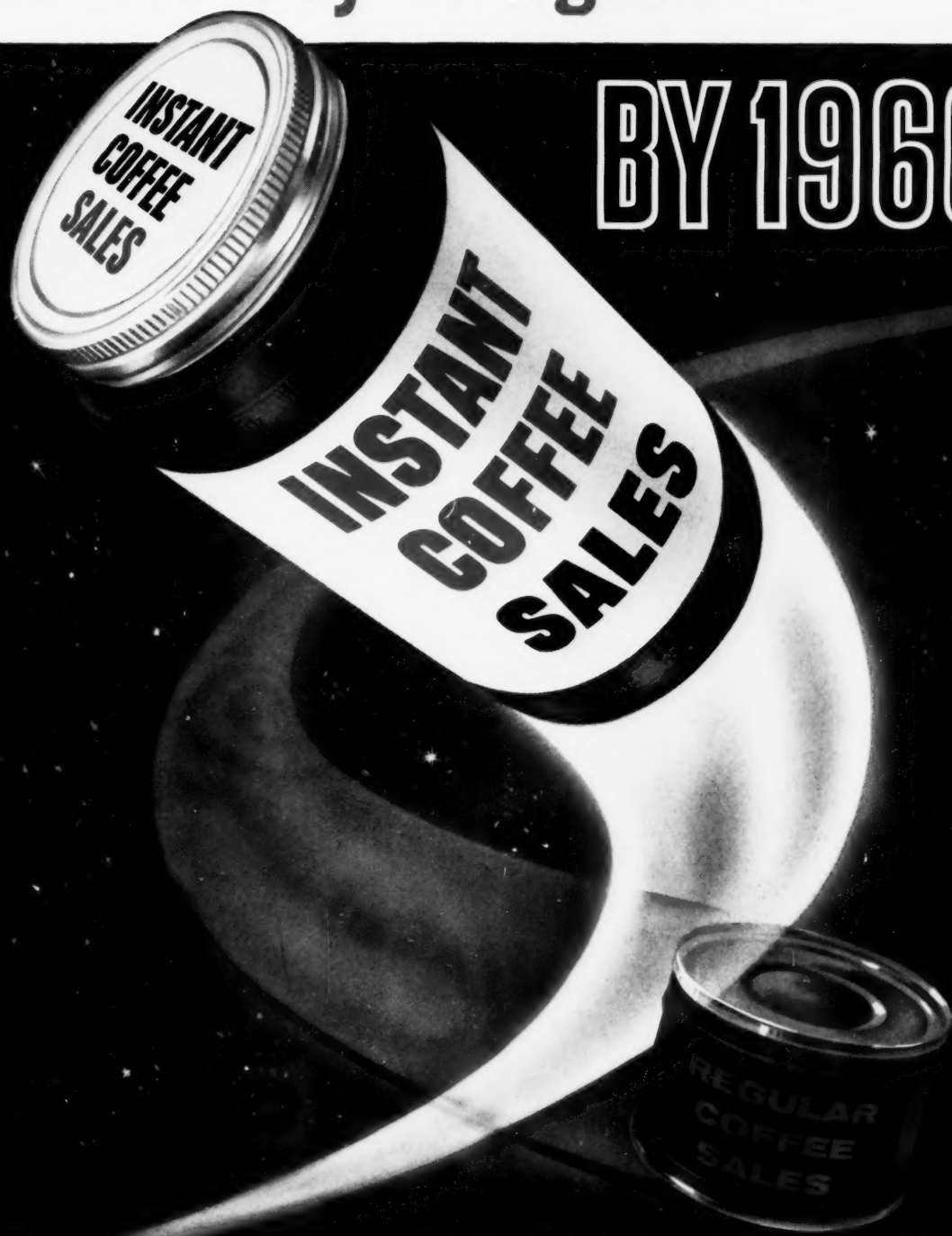
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